# THE CHICAGO ACADEMY OF SCIENCES QUARTERLY BOARD MEETING AGENDA PEGGY NOTEBAERT NATURE MUSEUM MC CORMICK ROOM

January 25, 2000

Please note: Lunch will be available at 11:45. The meeting will begin promptly at 12:00. Development & Marketing materials are on display for your perusal prior to the meeting.

- 1. Call to order Judy Istock (Noon)
- 2. Comments of the Chair Mrs. Istock (10 min)
- 3. Report of the Secretary Harvey Plotnick (5 min)

ACTION ITEM: Be it resolved that the Board of Trustees approves the minutes of the meeting of November 16, 1999 as circulated.

4. Report of the Nominating Committee - Paula Trienens (10 min)

ACTION ITEM: Be it resolved that the Board of Trustees approves the appointment of Mary Gade and Lisa Tribbett to the Board until the next Annual Meeting.

- 5. Report of the Finance Committee Kell Benson (15 min)
- 6. Report of the Facilities and Administration Committee Al Pick (10 min)
- 7. Report of the Education and Exhibits Committee Deborah Reguera (15 min)
- 8. Report of the Development and Marketing Committee Hall Healy (20 min)
  - a. Campaign Committee Peggy Notebaert
  - b. Annual fund Hall Healy
  - c. Butterfly Ball Susan Stone
- 9. Report of the ByLaws and Legal Committee Hall Healy (5 min)
- 10. Report of the Research and Symposia Committee Harvey Plotnick (10 min)

ACTION ITEM: Be it resolved that the Board of Trustees approves the Biological Collections & Archives Management Policy dated January 18, 2000 as recommended by the Research and Symposia Committee.

- 11. President's Remarks Lew Crampton (10 min)
- 12. Other business
  - a. Upcoming events
  - b. Other
- 13. Executive session
- 14. Adjournment

# MINUTES OF THE MEETING OF THE BOARD OF TRUSTEES OF THE CHICAGO ACADEMY OF SCIENCES NOVEMBER 16, 1999 AT THE PEGGY NOTEBAERT NATURE MUSEUM, CHICAGO, IL 60614

Trustees present: Judy Istock, Peggy Notebaert, Richard Williams, Bill Elliott, Harvey Plotnick, Kell Benson, Richard Bott, Thomas Cox, Lew Crampton, Marge Hartigan, Hall Healy, Donna LaPietra, Al Pick, Nydia Searle, Alejandro Silva, Lowell Stahl, Susan Stone, Paula Trienens.

Trustees absent: Robert Cumming, Peggy Fossett, Doug Hanslip, Ben Lenhardt, Earl Neal, Deborah Reguera, Madeline Rosenberg, Thelma Smith, David Voss.

Staff present: Lew Crampton, Bryn Reese, Bill Haase, Tracy Shepherd, Jennifer Blitz, Paul Heltne, Jon Miller, Kevin Coffee, Doug Taron, Bettie Leslie.

Present by invitation: Joanne Friedland representing the Academy Council.

Judy Istock presided as Chair.

The Chair called the meeting to order. In her opening remarks Mrs. Istock reported she had attended the re-interment of Academy Founder Robert Kennicott at the Grove on October 25 and was reminded of the 142-year history of the Academy, all it has accomplished, and where it is now.

She thanked the Trustees for their support during the opening events and thanked the staff for their extraordinary efforts in making everything happen. Attending staff then introduced themselves to the Trustees, several of whom are new to the Board.

## Report of the Secretary - Harvey Plotnick

Upon motion made, seconded, and passed it was:

**RESOLVED:** that the Board of Trustees approves the minutes of the meetings of June 29, 1999 and September 21, 1999 as circulated.

#### Report of the Nominating Committee - Paula Trienens

Mrs. Trienens reported the Nominating Committee is pleased with the progress it has made so far but ask the Trustees to continue to make suggestions for new members. It is the Committee's goal to seek further diversification and wider geographic representation among its members.

## Report of the Finance Committee - Kell Benson

Mr. Benson announced the planned retirement of Vice President for Finance, Bill Haase, at the end of the year. Tracy Shepher, currently Academy Controller, will be promoted to director of Finance and work directly with Colin Silvester, who will have ultimate responsibility for

financial affairs. Kell and the Board thanked Bill for his many years of hard work. Kell then reported the firm of Deloitte & Touche had completed the audit for fiscal 1999 and found nothing amiss.

Bill Haase reported an anticipated cash flow problem due to the lateness of the distribution of the third tranche of bonds by the Chicago Park District. This was expected in September. The new release date is mid-December. Mr. Haase has arranged for a temporary increase in the Academy's line of credit with American National Bank but hopes it will not be used. Payments to selected contractors, primarily the exhibit fabricators, are being temporarily withheld.

In response to a question from Richard Williams, Mr. Haase assured the Trustees that the Academy is Y2K compliant and all providers of financial data are also Y2K compliant.

Mr. Haase referred the Trustees to his written report for further details. A copy will be attached to the permanent minutes.

#### Report of the Facilities and Administration Committee - Al Pick

Mr. Pick reported that the building is operating well. The T1 land line to connect 2060 with the museum has been delayed but is nearing completion. Visitors have experienced some difficulty moving from floor to floor with strollers or wheelchairs. This will be addressed. The staff will endeavor to make the freight elevator more attractive for them. The railings are being monitored by staff and security for safety. Lunch room space for school groups is a major concern and Lew has a proposal for our consideration during the Executive Session.

Judy Istock mentioned that the stair treads do not clean up well and should be treated or covered in some way. Staff will look into this.

# Education and Exhibits Report - Jennifer Blitz and Kevin Coffee

Jennifer reviewed the Academy's Outreach programs including Science on the Go!, which is in 25 Chicago Public Schools. More than 200 teachers have participated in professional development training this quarter.

Science Teaching Network is a grant-based professional development course that incorporates science with other fundamental learning areas. Forty-five teachers from Chicago and beyond participated in this year's course, whose topic was "Integrated Life Science."

IMSaT - Integrated Math, Science, and Technology, is a pilot project, funded for its third year by the Illinois State Board of Education, and was created to encourage elementary teachers to teach math the same way we train teachers to teach science: using discovery-based lessons, cooperative learning, and real life applications.

CAoS Club is also in its third year (also funded by ISBoE) and reached its 250 school enrollment

goal in the first month of the contract. The Girl Scout Badge program is filled and has a waiting list.

The Academy's Museum in the Classroom project was chosen as the model to be presented at the National Governors' Association Technology Conference in Nashville, Tennessee.

The Education staff at the Peggy Notebaert Nature Museum worked all summer planning and developing the education programs to be offered at the Museum. Also, the first round of docent training for approximately 90 docents was completed. This is a 10-week course led by the education staff.

The Education staff will also present programs in two of the museum's exhibits – City Science and Environmental Central. There is also programming in the auditorium on Saturdays and Sundays. Adult classes are being planned.

Other collaborative programming includes Park Voyagers (after school programs in CPD field houses) and MAPS - Museums and Public Schools - a program designed to involve schools more actively in museums and to integrate curriculum for grades three through six.

Judy Istock encouraged the Trustees to read the full Education Department report circulated prior to the meeting to absorb all that is going on.

#### Exhibits - Kevin Coffee:

An extensive review of exhibits has been made and the punch list if items to be correced or completed has been compiled by the Academy and its design team. This list has been forwarded to Design Craftsmen Inc.

The delivery of "beta" softwear for Environmental Central is now scheduled for January. The complexity of the modeling routines required to produce credible results is more difficult and time-consuming to resolve than earlier anticipated. We are currently running full-length evaluation sessions with scheduled groups of visitors on weekday mornings. We are also running shorter "sneak preview" sessions with visitors on weekday and weekend afternoons.

A preliminary grant proposal, written with Paul Heltne, has been submitted to the NSF for the Weather Lab Exhibit. The response was good and they have requested a full proposal in the spring. The preliminary budget for this exhibit is \$4.5 million.

"A Question of Truth" is the next temporary exhibit. It will open on February 3 with a members' preview night. Two photographic exhibits are planned for the 1st floor: "Planet of the Arthropods" by James Rowan, (October through January) and "Healing Power of Plants" from the University of Colorado Museum, Boulder (February through May).

Kevin referred the Trustees to his written report for further details.

Harvey Plotnick stated that the matter of charging a surcharge for entrance to a temporary exhibit should have been a Board decision. Mr. Cox agreed.

Mr. Stahl suggested an audience exit survey be conducted to get a feel for audience reactions or concerns. He also stated he felt the advertizing for a Temporary Exhibit with a surcharge should include information about the additional charge to forestall ill feelings.

Lew added that information is being gathered at the admissions desk, by visitor's service personnel on the floor and by Marketing and Development staff in surveys. It is important that this information be combined and shared so that we have a wholistic view of the visitor's experience.

In response to Hall Healy's question "what is the mechanism for setting the budget and choosing temporary exhibits?" Lew stated the cost comes from the Annual Fund and is budgetted. Lew agreed the decision to charge a surcharge should have been brought before the Board.

#### **Development and Marketing Department - Tom Cox**

Mr. Cox referred the Trustees to the written report in their folder then asked Peggy Notebaert to report on the Capital Campaign.

Peggy reported that although there was a balance to be raised listed on the report, that amount is just a technicality and the goal has been reached. However, there is still much more to do and many good naming opportunities available. Naming proposals pending include Fannie Mae, Service Master, Rice Foundation, and United Air Lines.

Tom reported that against a goal of \$1 million for the Annual Fund we have received 80% to date and have collected 70%, mostly from Corporations and Foundations.

Susan Stone, co-chair of the Butterfly Ball in 2000, reported the date of June 16th has been chosen for the Ball. Her co-chairs are Anne Gray and Judy Stuart. A goal of \$250,000 net to the Academy has been set.

Paula Trienens has taken on the responsibility for the Kennicott Society and feels it has tremendous potential. She will report on possible programs, day trips, etc. being planned at the next meeting.

Bryn Reese reported the Academy Council brunch was attended by 300 people and netted more than \$35,000. Joanne Friedland, representing Academy Council, thanked the Trustees for their support at the recent brunch and stated the Council was looking forward to future events.

Bryn then called attention to the many brochures, information, and advertizing pieces included in the Trustee folders and distributed copies of ads in various papers and magazines. The ads ran in all neighborhoods and the results were reflected in the diversity of the audiences who attended on opening weekend. There were 5,000 in attendance both Saturday and Sunday.

The Opening Weekend Host Committee, under the leadership of John Bryan from Sara Lee Corporation, raised more than \$1 million for the Museum and its programming.

The Auxillary Board of the Academy has initiated a once-a-month social event named Night Life for young professionals. Last Thursday drew 800 people and broke even financially.

In response to a question from Harvey Plotnick regarding advertising costs, Bryn stated that advertising in the weeks prior to opening cost approximately \$250,000. The budget was \$454,000, and the remainder will be used to sustain interest in the Museum throughout the year.

# By Laws and Legal Committee - Hall Healy

Hall reported that the By Laws and Legal Committee felt that with the opening of the Museum it was appropriate to take a look at the By Laws and in doing so they recommend that the number of Trustees allowed to serve at any one time should be increased which is in keeping with other similar sized institutions.

After further discussion and upon motion made, seconded, and passed, it was:

**RESOLVED** that the Board of Trustees accepts the ByLaws and Legal Committee's recommendation to change Article II, Section 2.2 of the Constitution and ByLaws as follows:

Section 2.2 Number. The number of Trustees shall be not less than thirteen (13) and not more than twenty nine (29) thirty seven (37) as may from time to time be fixed by the Board of Trustees.

# Research and Symposia Committee - Harvey Plotnick

Harvey reported on the many activities of ICASL and their plans for the future including a grant proposal to the National Science Foundation for \$700,000 to analyze data collected between 1987 and 1994 in the LSAY (Longitudinal Study of American Youth) study.

Doug Taron has been working on collections management and conservation policy manuals which will be presented to the Research Committee and then the Board of Trustees. He is also preparing a Risk Assessment and Long-Range planning document.

The butterfly breeding program is going well and new species will be introduced.

A symposium with Jane Goodall is scheduled for August 23 through August 26 to bring together scientists from a variety of diciplines who all study large-brained animals. The symposium will be held in conjunction with Living Links at Emory College in Atlanta and the Jane Goodall Institution. A budget is being prepared and will be available to the Committee by the end of the year.

Judy added that CAS will seek major underwriting for the event.

#### President's Report - Lew Crampton

Lew reported the State of the Academy to be excellent but agreed with Judy that there is no time to become complacent. The opening events for the new Museum were wonderful and entailed the efforts and cooperation of many, many people, but opening day is not a destination, it is just a step along the way. It is very early but so far attendance and revenues are showing on plan. The September, October, and early November period is traditionally a very slow attendance time for museums in Chicago. Taking an average of our first three weeks of attendance we have had approximately 755 visitors a day which translates to about 6000 per week which projected over a full year would equal about 312,000 visitors per year. Our goal is 250,000 visitors per year. The 755 number does not include opening weekend when we had 10,000 visitors, or the 800 people attending the Night Life special event, or the 500 people here for the Humanities Festival on Sunday afternoon.

The membership goal is 4000 by the end of this fiscal year and we are at approximately 3500 to date. We are averaging about 30 new members on high traffic days. One very good sign is we are selling quite a few memberships after people have gone through the museum, indicating they plan to become repeat visitors.

The Museum Store is averaging a little over \$1.00 per visitor which is lower than the Shedd, which gets \$2.50 per visitor so we need to do a better job of reordering merchandise that is selling well. The Store is on plan at this very early point.

The Butterfly Cafe is averaging \$1.45 per visitor, the food is good and reasonably priced but the Cafe, as predicted, will probably break even or lose a little money by the end of the year due to high overhead costs.

The goal for museum rentals is \$330,000 over the year and we are on plan in this category.

In terms of Museum operations, there are a number of internal systems glitches such as lights not being turned on in exhibits after a dinner, etc. These a matters of communication and developing routines and are largely unnoticed by our visitors. All in all the feedback from docents, volunteers and staff has been quite good.

Colin is situated in the Museum now and it will be his responsibility to manage museum operations, as well as functioning as Chief Operations Officer and working with Tracy on the Academy's fiscal affairs. It is his responsibility to make this museum operate like a well-tuned machine. We have a shake-down and feed-back system in place to gather comments and suggestions from everyone involved. We are in the process of prioritizing this information into immediate, short-term, and long-term action items.

In terms of next steps, there is a chance to look ahead to see the big picture in terms of what we are going to do. As Bryn pointed out, the Kresge goal has been exceeded by about \$2 million. It

is important to determine how this money will be spent. Fundraising will continue and new opportunities will be developed.

We are working to develop strong museum programs and to develop goals for repeat visitors as well as continuing to expand our outreach and electronic programming.

We are at the center of Chicago's Earth Day 2000 planning effort and also serving as the fiscal agent. More than 100 environmental organizations were represented at a recent press conference in our auditorium.

On the international scene, Alejandro Silva and Hall Healy arranged a meeting through the Mexican Tourist Bureau to meet with officials from the State of Michoacan in Mexico who have asked our help in program planning for a nature center in the area where the monarch butterflies hibernate. They will help us with a monarch exhibit we would be prepared to mount in two years or so from now in the temporary gallery space.

Mayor Daley has asked our help in planning a nature center in an acquisition area near Lake Calumet.

The Chicago Park District has asked for our services for programing along the lakefront.

All of these are not just opportunities to do good and enhance our visibility. They also have the potential to develop museum audiences and produce revenue since we would expect to be paid for providing these services. So, we are developing a business line in terms of education programming, interpretation, docent training, etc., that is counting for something in the community because of the Mayor's interest in beautification.

We need a formal long-range strategic plan driven by an updated mission statement. David Voss will lead this process. Judy asked Hall and the By Laws Committee to take a look at developing a new Mission Statement to be submitted to the strategic planning process when it begins after the first of the year. Once this is complete we can take whatever steps are necessary to align our management structure with our strategy. Once we have done that we are on the next level.

The Chair thanked Lew for his report and stated that David Voss has begun research on strategic planning and this will be discussed in January.

Peggy Notebaert, liaison to the Board for the Academy Council, announced that Council membership is growing and the members are excited about their role in helping the Academy and Museum.

The Board then adjourned to Executive Session.

Bettie Leslie, Assistant Secretary 1-18-00



Minutes of the Research and Symposia Committee Meeting January 14, 2000

Present: Lew Crampton, Robert Cumming, William Elliott, Paul Heltne, Harvey Plotnick, and Doug Taron

The proposed Biological Collections & Archives Management Policy was discussed. No large changes had been made to the document since the last meeting of the committee. The new document is intended to update the Academy's existing collections management plan, which is oriented towards issues involving the Laflin Building.

It is the intention that the policy be implemented in two steps, first formal approval of the document by the Board of Trustees followed by presenting the document to all academy staff. It was noted that the persons most affected by the document in a day to day sense – the people who are actively managing the collections – all participated in the drafting of the document, so they are already familiar with its contents.

The related issues of valuing and insuring the collections were raised. These issues will be dealt with in detail in a forthcoming document concerning risk management and the collections. In the mean time, a brief statement will be added to the current document acknowledging these issues and pointing towards the forthcoming document. The policy document will be presented for approval by the Board of Trustees at the upcoming meeting.

The Academy has been in contact with Don Warsham from Active Endeavors concerning an expedition to the Himalayas. The expedition plans to scale Mt. Pomori, a peak close to Mount Everest. They are discussing the possibility of using the Museum to host a Chicago Base Camp for the expedition. The Base Camp would provide Internet or satellite broadcasts from the expedition for educational purposes. Ten local teachers are participating in the expedition. IBM, Motorola, and the North Shore Country Day School are providing sponsorship.

The partnership may represent an important opportunity for the Academy, however, the Committee members agreed that it must be entered into with due deliberation. Concerns were raised about why the partnership was being sought just three months prior to the expedition. Additionally, the ability to put together the necessary IT support here at the Museum is difficult in this sort of time frame.

All members agreed that the idea merits additional exploration.

The proposal for the Weather Lab continues. A science advisory committee for the exhibit has been assembled, and includes representatives from the National Weather Service; the local weather media including Tom Skilling; Howard Bluestein, a state climatologist and tornado chaser; and Raymond Pierre Humbert, a University of Chicago climatologist studying long-term climate changes.

The NSF responded favorably to the preliminary proposal, and recommended a full proposal to be submitted in June. It will be at least six months before we hear anything and an additional six months or more before any funds are released. Paul Heltne is meeting next week with members of the National Science Foundation and the National Weather Service. The total cost is projected to be approximately \$3.5 million.

Friends of the Park and the U.S. Fish and Wildlife Service are seeking to convene a symposium here at the Museum on enhancements to the Lakefront Migratory Bird Flyway. The Chicago Park District is also seeking involvement and the Academy's input. John Rogner, of the Illinois office of the USFWS is seeking to have the City of Chicago be a signatory to the International Migratory Bird Treaty.

Ford has been approached for a \$750,000 sponsorship of the Goodall Symposium this coming August. The proposed events include:

- A three day symposium on animal social complex behavior and intelligence
- A major public lecture by Jane Goodall at the Arie Crown Theater
- Gombe Base Camp a special event for invited guests to be held after the public lecture
- A double event at Orchestra Hall involving Gombe's impact on environmental research and Roots and Shoots Festival, a program designed by Goodall for high school students.
- Campfire at Gombe, a dinner donor/cultivation event with Goodall at a private home.

Ford is being pursued as a sponsor; General Motors is under consideration as a backup.

In the wake of the move of ICASL from CAS to Northwestern, we plan a new Academy lecture series to begin in the fall. A lecture series committee is being assembled to consider target audience, frequency of lectures, theme of the lecture series, and potential speakers.

# RESOLUTION OF THE BOARD OF TRUSTEES OF THE CHICAGO ACADEMY OF SCIENCES

WHEREAS, The Chicago Academy of Sciences (the "Academy") established the International Center for the Advancement of Scientific Literacy ("ICASL") in 1992, and since that time ICASL has been an operating division of the Academy under the direction of Dr. Jon D. Miller ("Dr. Miller"); and

WHEREAS, following a review by an ad hoc committee (the "Ad Hoc Committee") of the Board of Trustees (the "Board") of the Academy, which included participation by the Academy's senior staff, the Ad Hoc Committee has recommended that the Academy terminate its involvement with ICASL, accept Dr. Miller's resignation as an officer and employee of the Academy and consent to the transfer of ICASL's activities to Northwestern University ("NU"); and

RESOLVED, BY THE BOARD OF TRUSTEES OF THE CHICAGO ACADEMY OF SCIENCES AS FOLLOWS:

- I. The Board approves the termination of the Academy's involvement with ICASL, accepts the resignation of Dr. Miller's as an officer and employee of the Academy and consents to the transfer of ICASL's activities to NU, in each case effective on or after February 1, 2000, and authorizes the President of the Academy, with the concurrence of the Chair of the Board and the Chair of the Ad Hoc Committee, to execute a Memorandum of Understanding between the Academy and Dr. Miller, setting forth the terms of the transfer.
- The Chair of the Board and the President of the Academy also are each authorized to execute and deliver all documents, and to take all other actions, deemed necessary to complete the transfer of ICASL to NU.
- All previous resolutions of this Board that are inconsistent with this Resolution are repealed, revoked and rescinded to the extent of such inconsistency.

CH01/12050021.2 01/20/00

## Quarterly Report, Oct-Dec 1999 Collections Manager

#### **Collections/Archives:**

- 1. Completed work on Conservation & Long Range Plans for the Collections.
- 2. Began work in Collections Demo Area.
- 3. Completed cleaning mold infestation on rag labels in fluid collection.
- 3. Continued to process and computer track all loans and all requests for information (phone, letter & E-mail) relating the archives, collections & research departments.
- 4. Continued monitoring of the collections, including routine fumigation, spot checks of cabinets etc.

#### **Information/Loan Requests:**

Request Totals (50) - Collns/ Archives = 20, Research = 25 Loans; 5 - 3 (archives/photographs), 1 birds, 1 herbarium

#### Research:

- 1. Continued work with the peregrine restoration program. Accepted \$1000 donation to project by The Peregrine Financial Group.
- 2. Continued fall migration work in conjunction with the Bird Division at FMNH.
- 3. Continued computerizing statewide bluebird nesting information.
- 4. Continued work on the web sites for the peregrine program, Illinois Bluebird Project (IBP), and the Illinois Ornithological Society (IOS).
- 5. Continued work as a member of the University of Chicago's Institutional Animal Care and Use Committee. Also work as a Board Member of the Chicago Audubon Society, IBP, and as Vice-President of IOS.

#### Programs/Tours:

Tours of Academy Collections given to new staff in education department, teacher training.

#### **Publications/News:**

Chicago Tribune article on City Bird of Elections 10/29/99. Gave interviews to McDill New Service and UIC Newsletter.

# EDUCATION AND EXHIBITS COMMITTEE MINUTES January 14, 2000

Attendees: Deborah Reguera, Chair; Judy Istock; Madelyn Rosenberg; Nidea Searle; Lew Crampton; Jennifer Blitz; Kevin Coffee; Shirley Davis

Deborah Reguera reported on the visit she and Lew Crampton made to the Orlando Science Center to scope out the Teacher Leadership Center constructed there by Harcourt General Corporation under the terms of a \$1.5 million capital grant. Deborah was optimistic about our prospects for working with Harcourt General because, as built, the project showed us the kinds of adaptations we could make to better fit the Teacher Leadership Center concept into our own program. Harcourt General has asked us to submit a proposal for funding and agreed to work with us to find the flexibility necessary to meet the company's goals and our own needs. Harcourt General had been considering the Academy and the Museum of Science and Industry as candidates for funding under the program, and now appears to be focusing its efforts on working with the Academy to develop a final proposal.

Jennifer Blitz gave a very upbeat summary of recent developments in the Academy's various education programs. Please see the enclosed report for a summary of activities. In addition, Jennifer detailed new initiatives underway in programming at the Peggy Notebaert Nature Museum. These activities are contained in the final section of the enclosed quarterly education report.

Kevin Coffee's report focused on four areas of exhibition activity, including winding up contracted work that is part of the museum capital project, organizing the temporary exhibition schedule, evaluating the effectiveness of the exhibits we have built, and making appropriate revisions to long-term exhibitions. A major undertaking for the Exhibits Department is negotiating an agreed—upon exhibit punch list with DCI, our principal exhibits contractor. There are areas of disagreement that will need to be ironed out and it will then be necessary to closely supervise DCI to insure that the work is carried out as agreed. A progress report on this, and other exhibition staff projects is contained in the accompanying report.

Kevin also provided the committee with an update on progress being made regarding the Environmental Central exhibit. This detailed report is included with these minutes. If current assumptions and plans hold, we expect to start full public sessions in the EC space within the next six to eight weeks. Some areas of software development would remain as work-in-progress for completion in the following month.

#### Quarterly Exhibition Report to the Board of Trustees January 12. 2000

#### Overview

During the past quarter, we have focused on four areas of exhibition activity: concluding contracted work that is part of the capital museum project, organizing the temporary exhibition schedule, evaluating the effectiveness of the new long-term exhibitions, and making revisions to long-term exhibitions.

#### **Capital Project Status**

The Academy's contracts for exhibit, graphic and lighting design, and for audio-visual work in most areas, were fulfilled as expected by opening day.

As previously reported, our contract with Design Craftsmen Inc. was not complete as of October 23 but work was expected to be completed before the end of November. Instead, citing past due invoices, DCI did not work on our project during November and early December.

Concurrently, a punch list of items to be corrected or completed was submitted by the Academy as part of an inspection made with DCI on November 12. This list represents items that we consider to be within the scope of our agreement with Design Craftsmen Inc.

DCI formally responded to this punch list on January 5, including with 37 change order requests. We are evaluating their response, but there appears to be noteworthy disagreement between CAS and DCI regarding their obligations and scope of work.

Work to complete the initial development of Environmental Central is also not yet completed. Our contract with Evolution Online Systems is still in effect and significant software that forms the simulation modeling programs for the first EC scenario is still inprogress. A fuller analysis of this sub-project is made as an attachment to this Quarterly Report.

#### **Temporary Exhibitions**

The next scheduled temporary exhibition in the second floor gallery is A Question of Truth, developed by the Ontario Science Center. This exhibition will open to the public on February 4.

At about the same time, we will open a new exhibition, The Healing Power of Plants, in the hallway on the first floor. This display of photographs and interpretive graphics examines the medicinal use of plants and is organized by the University of Colorado Museum.

As of this writing, our temporary exhibition schedule for the coming few years includes the following:

10/01 - 01/02 "Cats: Mild to Wild" (2nd flr)

A natural history of felines from house cats to Bengal Tigers Natural History Museum of Los Angeles County, Los Angeles

2/02 - 5/02 "Planet Golf" (2nd flr)

Eighteen topics in biology, geology and natural history presented

as a miniature golf course.

Academy of Natural Sciences, Philadelphia

10/02 - 1/03 "If These Walls Could Talk" (2nd flr)

Explores engineering and environment of the human dwelling

Science Museum of Minnesota, St. Paul

Several other prospectuses are currently being evaluated, including:

"Mathematica" (California Science Center), which explores a range of topics in geometry, algebra and calculus.

"Seeing the Unseen" (MIT), an exhibition of photographs by Harold Edgerton documenting his pioneering work in stroboscopic and high-speed photography.

"Wings of Paradise" (Guild of Natural Scientific Illustrators), which is an exhibit of moth illustrations and paintings.

"Venom" (National Aquarium), an exhibition of live venomous invertebrates and reptiles.

Also under review is a proposed juried exhibition of work from the American Society of Botanical Artists, which would be co-sponsored by the ASBA with CAS.

#### **Visitor Studies**

A multi-phased summative evaluation plan is now being developed to test the effectiveness of our new long-term exhibitions. This evaluation program will be conducted by staff over the next twelve months.

The initial phase will consist of a survey of visitors at the conclusion of their museum visit. This base-line survey will collect information about visitor interest, comprehension of major exhibit concepts, approximate length of visit, and supporting demographic information.

Following this type of survey, we will conduct a series of tracking and timing studies that study the specific exhibits used by visitors and the 'time on task' spent in the galleries.

Next, we will organize a series of interview surveys about specific exhibit concepts or topics. These topics will be selected based on the earlier studies or on other anecdotal evidence that a exhibit or area requires a deeper review.

The result of these evaluations should be a better understanding of the effectiveness of our informal teaching/learning model, a better understanding of how our visitors use our museum, and specific guidance on exhibits or areas that should be modified or revised.

Concurrently, we will also undertake some formative and front-end studies as we develop additional modules for Water Lab, City Science and Wilderness Walk. These studies will be conducted to test content points and/or delivery methods.

#### **Updates and Revisions**

In the weeks since the museum opened to the public, we have been able to observe how our audience uses the space and learns in the galleries. Even as we develop formal studies of our long-term exhibitions, we are planning to modify or revise some of the content already in place.

Two areas that we have identified for revision are the water quality testing area in Water Lab and the kitchen in City Science.

Based on staff and docent experience in these areas, a team that includes Biology, Education and Exhibition staff are now developing new exhibit material for these areas.

We have decided to develop new content pieces for the kitchen area that explore biochemistry and broader environmental and economic impacts of agriculture.

The water quality testing area will be revised to include a sequence of informal exhibits about water chemistry and ecology. The water tests are also being revised; a new test for nitrates will be added, while the test for oxygen will be omitted. The goal is to provide an informal science presentation that visitors can use at will and to restructure the formal program conducted by docents and educators.

We are also producing graphics that will better announce the formal programming now conducted by education staff and docents in City Science, Water Lab and Wilderness Walk.

Since October, staff and volunteers have provided a great deal of feedback and anecdotal information about the exhibition spaces. We are using this information to help guide our review.

#### **Budget and Staffing**

The Exhibition department includes nine full-time staff. Of these staff, three focus on exhibit development including Environmental Central, two are responsible for exhibit installation and maintenance, one is responsible for three-dimensional design, one is responsible for audio-visual projects. Our graphic designer shares her time with the Development and Marketing department.

Since opening, we have a part-time audio-visual technician for weekend duties. Additionally, we periodically recruit part-time staff to assist with temporary exhibitions during installation/deinstallation.

Based on our experience post-opening, we anticipate that additional staff will be required to adequately respond to exhibit maintenance tasks in the years ahead. We have also identified the need for trained AV staff to support education and special event programming.

In addition, the exhibition program presupposes a level of other staff support in the areas of building services and security. For example, our Loan Agreement for "Cats: Mild to Wild" requires dedicated security on duty in the gallery during public hours. All high-quality exhibitions have similar security provisions.

Extended public hours for special events also adds cost for building maintenance. Lamp costs are particularly high.

As reported in November, we anticipate that annual operating costs for existing exhibitions and exhibit maintenance will increase in each of the next two years.

#### **Environmental Central**

The first iteration of the Environmental Central project approaches completion. Significant work remains to be finished.

Our goal for EC is to create a group experience that enables participants to investigate wide-reaching and large-scale environmental problems, make a concerted attempt to remediate the problem, and then test their remedial efforts for long-term or unintended consequences.

The EC project is actually a collection of several sub-projects:

- · software that enables the group experience;
- real and comprehensive data on which the experience is based;
- reliable models that can be used to test long-term effects.

The software work for the inaugural edition of EC has been contracted with Evolution Online Systems, a new media firm located in Manhattan. EOS was identified after a conscientious search for a software development organization that had the necessary programming expertise and demonstrated success with info-systems and expert systems. Our contract with EOS commenced in early January 1999.

The work that EOS has performed to date includes:

- · interface and systems design of the EC database and website;
- · production of nine scenario video stories;
- · programming of collaborative learning software;
- systems and hardware specifications and configuration.

Concurrently, CAS staff have conducted extensive research and content development for the first scenario, which deals with a drought that affects ten counties in Illinois, Wisconsin and Indiana.

#### This work includes:

- · climate, including temperature and precipitation history;
- hydrology, including three aquifers, 37 surface water elements, five rivers and Lake Michigan;
- domestic, industrial, agricultural, energy, recreational, and commercial water use and wastewater discharge;
- · ecological and biological impacts or impact thresholds;
- equations to track 43 separate actions that might be proposed by participants, such as changes to irrigation, shipping, energy production, etc.;
- equations to plot 26 separate results, such as crop loss, job loss, cost to shipping, etc.

Concurrently, Exhibition and Education staff are conducting preview sessions and evaluation sessions in the forum using the material already created to develop the role played by the Academy facilitator and to evaluate issues related to group learning and human-computer interfaces (HCI).

At the time that the contract with EOS was written, we targeted October 1999 for the release of 'beta' versions of the modeling software and facilitator interface programs. The period of October through December 1999 was to be used to de-bug programming problems and refine the user interface. We have found, however, that the complexity of the modeling routines required to produce credible results is more difficult and time-consuming to resolve than we earlier anticipated.

The hydrology model, in particular, has passed through several sets of equations in order to approximate what we know from previous recorded droughts. This module is both complex and crucial to an effective session. Testing and verification work also remains to be completed on the input (actions) module and on the two output (long-term results) modules.

Work is also ongoing on facilitator control and groupware components of the EOS contract. This work is considerably more routine than the modeling work and proceeding as expected.

Even as we recognize the complexity of the project, we are examining ways to streamline or accelerate work in several areas:

 As one result of very recent discussions, EOS has committed to add resources to model development and programming;

• We are re-evaluating our requirements for collaborative features (e.g. groupware), to isolate and complete the essential features first:

 We are re-evaluating our requirement for software/hardware controls to identify and complete must-have features first.

With these adjustments, we plan to start full public sessions within the next six to eight weeks, pending reasonable success with our models. Some areas of software development would remain as work-in-progress for completion in the month following.

#### **URLs**

http://ec.chias.org/ref/home.page (database website)

http://ec.chias.org/facilitator/participants.page (facilitator control interface)

# **Quarterly Report for Education**

#### Science Outreach

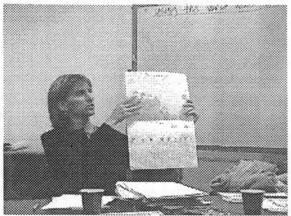
There have been several additions to the Science Outreach team this quarter. Amy Levin started as the Assistant Manager of Science Outreach, and we added another outreach educator, Shannon Kelley, to the team. Amy Varsek joined us this quarter as the Community Outreach Coordinator and is in charge of the Girl Scouts program. Educators presented science fair workshops, in both Spanish and English, to parents, teachers, and students. We have judged science fairs around the city and presented a workshop on cooperative learning for teachers participating in Science Outreach programs. With the opening of the new museum, the outreach team has been excited to share the wonderful experience of the Peggy Notebaert Nature Museum with the thousands of students and teachers with whom they work. Outreach instructors have been encouraging their teachers to visit the new museum. Many have taken them up on the offer and have come back with rave reviews.

Science on the Go! (SOG!)- Our SOG! instructors stretched across the city presenting a wide variety of curricula to kindergartners through 8th graders in 25 Chicago Public Schools. Half way through the semester each of our instructors discussed the program with each participating teacher. We were pleased to find that teachers were excited by the kind of science teaching they were able to do using SOG! curricula. One teacher exclaimed, "It's wonderful; marvelous for the kids!" Others commented that their students seemed more invested in science. The hands-on activities provided space for students to visualize and predict outcomes. Many teachers noted that their classes found science very special when they were joined by their SOG! instructors. Beyond science, teachers expressed that their students were learning valuable communication and team-building skills through their participation in Academy programs. SOG! instructors have been discussing teaching strategy with each other in our weekly meetings. Our varied backgrounds and experiences have led to engaging discussions that aid in our professional development as constructivist educators.

Science Teaching Network (STN) - Eleven dedicated teachers have continued the work they began during the summer STN workshops. They earned an additional graduate credit by writing integrated science lessons, pilot testing them in their classrooms, and then sharing them with the group. The teachers were required to write three lesson plans that correlated with one of the exhibits at the Peggy Notebaert Nature Museum. In November their classes were among the first school groups to visit the museum. The teachers met the first week in December to discuss their field trip experience and share museum lesson ideas. The teachers overwhelmingly applauded the museum's helpful staff, intimate size, and fabulous displays. "I am telling everyone!" exclaimed a fourth grade teacher. All the teachers felt their students had a better understanding of the major concepts after their visit to the museum. In the process of writing their lessons, the teachers learned what the Nature Museum has to offer. "I really learned the museum," explained one teacher. "I can't say that for any other museum I've visited." Another commented, "I felt that the (STN) workshop was part of the change in my confidence in teaching science." Each STN teacher received a bound copy of all of the lessons they created along with additional resources to help implement those lessons in their classrooms. STN has provided the opportunity for Chicago Public School teachers to share best-practice teaching methods with colleagues. As one teacher put it, "It was exactly how more teacher workshops should be structured."

The STN Group!





One teacher shows post museum visit drawings from a student. Notice the roots on the bottom!!!

Integrated Math Science and Technology (IMSaT) - Rebecca Conant and Matthew Westfallen were invited to be the keynote presenters for the ScienceWise Kickoff of Science Pioneers, a science and math literacy program for teachers in Kansas City, Missouri. Approximately 275 fourth through eighth grade science and math teachers were introduced to constructivist, cooperative and hands-on lessons selected from the Chemistry and Mechanics SOG! and IMSaT curricula. Teachers responded enthusiastically to both the program as a whole and the individual lessons. Earlier in the month, Matthew and Rebecca presented lessons from the SOG! and IMSaT curricula at the Illinois Science Teachers Association Convention held in Springfield October 1<sup>st</sup> and 2<sup>nd</sup>. About thirty science teachers from across the state attended the workshop entitled "You Are My Density." Information about the SOG! and IMSaT programs was also presented at the booth in the exhibition area.

Teaching continued through the fall in Chicago Public School classrooms throughout the city. Approximately 450 students and 18 teachers in the city participated in the IMSaT program gaining hands-on experience and working on cooperative grouping skills during the discovery based lessons. Amy Levin, the new Assistant Manager of Science Outreach has been an invaluable asset to the IMSaT program in the short time she's been here; calmly stepping into teaching and editing IMSaT curricula in addition to her many other duties. As the fall semester nears its conclusion, the pilot curricula enter the final stages of editing before evaluation, though all curricula continue to be edited as we receive feedback on their success. Testing of the evaluation curricula resumes in January and February.

Robert Morris Science Enrichment Program - The Robert Morris Science Enrichment Program is a partnership between the Academy and Robert Morris College which aims to increase minority university attendance by giving minority children a college experience as early as the fourth grade. In October, Marie O'Brien, Manager of Science Outreach, and Susan Abrill, Outreach Educator, began to plan this innovative program which, when completed, will consist of a 20-week curriculum, a three-hour teacher training seminar, and a service learning workshop. Starting in February, 75 students from culturally-diverse Stockton School will make 20 weekly trips to Robert Morris College where they will engage in hands-on science lessons which will span elementary physics, biology, chemistry, and the scientific method. It will combine these traditional sciences with a study of cultural bias in science, plus technology, and service learning. The students will gain hands-on technology experiences ranging from Internet research, email, and video-conferencing to using state of the art microscopes and college science labs. The students will also gain insight into how community resources, like museums, can enhance their understanding of science and bring learning to life. A visit to the Peggy Notebaert Nature Museum's A Question of Truth exhibit will occur mid-February. At the end of the 20-week session, the fourth grade students will develop and implement a Service Learning Project to help their community.

Girl Scout Badge Workshops - The Chicago Academy of Sciences' Girl Scout Badge Program has been such a hit that two additional series of workshops have been added in an attempt to satisfy the demand. Eight workshops have taken place so far—all filled to the maximum. The remaining Saturday workshops are filled to capacity with waiting lists. We are meeting our goal of inspiring girls to learn about science through observations and experimentation. In turn, the girls meet their goals of completing one or more of the following badges: Computer Fun, Eco-Action, Ecology, Geology, Science in Action, Science Sleuth, Water Wonders, Weather Watch, and Wildlife!

We just received our new Chicago Academy of Sciences Girl Scout Patches, available to juniors, seniors and cadettes. Girl Scouts explore the Peggy Notebaert Nature Museum answering questions that guide the scouts through three permanent exhibits: Wilderness Walk, City Science, and The C. Paul Johnson Family Water Lab. This year we started offering Cadette and Senior Girl Scout Interest Project Workshops. Cadettes and seniors will be given the opportunity to interview female scientists at workshops including: All About Birds, Eco-Action, Plant Life, and Wildlife.

Park Voyagers – The three-phase Park Voyagers program is still growing! We are now into the third phase which focuses on keeping the families involved and helping them become independent museum visitors. A monthly newsletter about each museum's happenings is sent out to each family. Once a month one of the nine Museums in the Park hosts a big party for the Park Voyagers families. Very successful parties have been given at the Chicago Historical Society and Mexican Fine Arts Center Museum. The Peggy Notebaert Nature Museum will be host in May.

The PNNM is continuing to work with the Museum of Science and Industry and the Art Institute of Chicago in Phase II. This is the phase in which we involve parents in the program. In the Fall we visited Humboldt, Graver, and River Parks. Museum staff presented a workshop once a month at one of the three parks followed by a field trip to one of the three museums. Topics of the evening programs included "What is a museum?" and "How do you extend your museum visit?" The families greatly appreciate the dinners before the evening programs.

Our education staff are working with the Mexican Fine Arts Center Museum and the Adler Planetarium in presenting the theme *Time and Seasons* for Phase I. The Nature Museum continued Phase I during the Fall in the following Parks: Archer, Franklin, Sheridan, Ada, Bessemer, Dunham, Clarendon, and Pottawattomie and Don Nash Community Center. Our activities ranged from the importance of seeds to animal migration.

Museum and Public Schools (MAPS) - The MAPS Program kickoff for 1,800 CPS first and second year teachers, principals, and mentors took place on October 29<sup>th</sup>. The program is designed to help teachers in the Chicago Public Schools use Chicago's museums effectively. Curriculum was written last summer by CPS teachers with assistance from CAS educators. Inservice dates have been scheduled to help the teachers who will be using the curriculum.

Pathways to Development—DCFS (Department of Children and Family Services) - Each Tuesday after school, a group of Junior Scientists meet in a Kenwood church basement to pursue their curiosity and interest in science. Outreach Educator Scarlott Hood leads a group of 8-12 year-old students, currently in foster care settings, in science activities and experiments. In keeping with the "hands-on, minds-on" philosophy that underlies all the Education Department's outreach efforts, the students in the Pathways to Development program have explored botany, world biomes, and have begun an urban ecology study. The group's favorite opportunities so far have included growing a prairie in a bottle, dissecting owl pellets, and identifying and tasting foods of the rain forest. This coming quarter, the students will explore neighborhood recycling, microbes, butterflies, and chemistry, with an emphasis on making scientific and social connections to their surrounding environment. In addition to the students' enthusiasm and excitement about these opportunities, the Pathways to Development Junior Scientists program has provided the children's foster parents with another chance to interact with the children that they are caring for in a supportive way that encourages natural curiosity and intellectual development.

YouthALIVE! TEENS Program - During the six-week intensive recruitment drive for the YouthALIVE TEENS Program, we sent newly developed TEENS program applications, brochures, and flyers to all principals and guidance counselors in the Chicago Public High Schools. A group of 18 high school juniors were selected to participate for the 1999-2000 school year. This TEENS class is ethnically and demographically diverse and resembles, as one senior staff member has described, "a scaled-down model of the U.N., right here in the museum!" Continuing with the goal of integrating families into youth activities, the TEENS' families were invited to the museum for a general orientation to the program and a TEENS-facilitated tour of the museum. Through a survey conducted by program staff, we learned that parents would appreciate learning about colleges and funding sources for their teenagers. Three workshops with guest speakers for TEENS and their families will be conducted over the course of the year.

As with previous TEENS classes, these TEENS underwent evaluation testing to measure their current attitudes toward science and overall scientific literacy. They will repeat the testing at the end of the year. The results will be compared with the preliminary test to examine whether their experience in the program has had a pronounced effect on their attitudes toward science.

Each of the TEENS received a resource binder containing vital information on program policies and procedures, general job responsibilities and expectations, exhibit information, and journal-writing materials. In training sessions similar to the docent training, the TEENS engaged in a

variety of intensive activities covering the topic areas of several of the exhibits. After observing a Girl Scout workshop on November 13<sup>th</sup>, the TEENS felt comfortable assisting with the workshops. In the same manner, they observed and assisted with three Park Voyagers workshops, and a special event for the Infant/Child Welfare League of Chicago. The TEENS proved themselves to be such quick and adept learners that they were asked by the museum education staff to assist with the Pfizer Festival on November 27<sup>th</sup>. They served as guides throughout the museum, distributing posters and "cootie" tattoos to museum visitors, teaching children how to make microbe necklaces, murals, and tissue paper butterflies in arts and crafts stations, and taking Polaroid pictures of families in the Microbes exhibit.

The TEENS' involvement in the workshops and events of November not only helped build confidence for the youth, it conveyed a strong message to other museum education staff who couldn't help noticing how readily these TEENS were able to take on new and varied tasks. Several museum staff members were inspired to invite the TEENS to work on other projects including arts-related programming in the auditorium. They were introduced to Domenick Danza, the coordinator of auditorium programming, who conducted a fun training session with them on how to use modified improvisational theater techniques for interacting with the public on the exhibit floor. In December TEENS were also provided several opportunities to test their knowledge of the museum exhibits (Wilderness Walk, Butterfly Haven and Water Lab in particular) with actual museum visitors. At the request of museum education staff and Lew Crampton, the TEENS were asked to help develop adjunct activities to be used to supplement the content of the Discovery Carts in the Wilderness Walk exhibit. They were given a unique opportunity to select, develop and perform actual activities and demonstrations themselves. They have been brainstorming, researching, and developing exhibit activities to be performed later in the winter.

Junior Ambassadors — The Junior Ambassadors component of the TEENS program was designed to be an eye-opening educational experience for high school sophomores interested in learning more about science, career opportunities in the museum and education industries, and the workings of a contemporary museum. Of thirty-five applicants, seven were selected. Joining the current group of TEENS on January 22<sup>nd</sup>, the Junior Ambassadors will work alongside current TEENS twice a month on Saturdays and participate in all training sessions. Additionally, both TEENS and Junior Ambassadors will participate regularly in SCANS (Secretary's Commission on Achieving Necessary Skills) Wrkshops, the focus of which is to develop essential interpersonal, technological, and informational skills that will help them assimilate more readily into an everchanging job market. The Junior Ambassadors component also provides a pipeline through which interested participants may continue their museum experience by applying as TEENS the following year. This pipeline fosters a sense of accomplishment and promotion for the youth while providing a steady base of committed youth involved in the TEENS Program.

Best Practice Interns – In October, TEENS Coordinators Stephanie Camacho and Tom Hester attended the Best Practice High School Job Fair, at which many of Chicago's public institutions and organizations were represented. This event provided an opportunity for Best Practice students to learn about the different internship opportunities available to them so that they could make informed choices on their internships. The TEENS Program staff were able to collaborate with staff from Best Practice in bringing two interns to the Academy every Wednesday afternoon for the entire school year. Best Practice High School is one of the Chicago Public Schools' newly developed alternative education programs. Best Practice's educational approach is based upon a

model of cooperative education in which students learn by integrating their classroom experience with work experience in various fields. Students not only develop practical and realistic work skills, they also develop a strong sense of self-confidence and an awareness of the career opportunities available in a vast range of fields. In their first three months our interns have assisted with numerous mailings, program packet assembly, Internet research, activity development, data entry, and many other special projects for the education department staff. TEENS Program staff have rewarded their diligence by providing them with numerous opportunities to learn new computer skills and apply them to specific tasks. The interns, in turn, seem to appreciate these new challenges and the skills they learn while confronting them.

# **Online Learning**

CAoS Club - CAoS Club, the Academy's online science site for teachers continues blanket the state with live, engaging science learning experiences. October began with presentations at the Illinois Science Teachers Association and Illinois Education and Technology Conferences. Both were well received and resulted in CAoS Club recruiting the final members needed to reach the 250 member goal of our current ISBE contract. Adding these numbers to the schools supported by the Lumpkin Foundation Grant and those that are paying for the service, our total Illinois membership is 264 schools with over 5,000 participating teachers. Over 20 live shows were presented for these teachers including a special webcast from the new Nature Museum with guest Bill Nye the Science Guy. In addition, CAoS Club staff traveled to Mt. Vernon, Sterling, and Hume, IL to provide training for CAoS Club teachers.

Since June 1999, the CAoS Club has been evaluating our online curricula and live broadcasting with the help of a program sponsored by the NEC Foundation. The program, called Total CAoS, involves middle school teachers throughout the United States who receive a portion of our CAoS Club program for free in exchange for evaluation. We currently have over 60 teachers members from 30 states, who are watching live broadcasts, using our hands-on science lessons and communicating with us about the experience.

This year we have expanded our distance learning by partnering with the Joliet School System in a Technology Literacy Challenge Fund grant. As a coalition partner in this grant, the online team writes and broadcasts one show each month, sets-up live chats each month with science professionals, and provides other online resources geared specifically toward the Joliet grant topic, immunization and vaccination.

Hawthorne Scholastic Academy Web Designers Program - In December 1999, the Online Learning Team completed its third successful partnership with Hawthorne Scholastic Academy. The Hawthorne Web Designers Program is a unique opportunity for students to gain confidence and team building skills as they learn about computers, the Internet, and the World Wide Web. Students complete five weeks of training in conceptual and practical aspects of technology including an understanding of networking, digital information, HTML (the HyperText Markup Language which is used to build Web pages), and digital images. The second five weeks of the program consist of student-driven projects as participants form teams and reinforce their knowledge by designing educational Web sites. The teams take great pride in their work, and the families show tremendous support for the finished projects. Upon successful completion of the course, students go on to teach their peers. This year, students from previous sessions will further improve their skills through the Advanced Web Designers program.

Museum in the Classroom - In addition to being funded for a third year of the My Place project, the Academy has submitted a grant proposal in cooperation with the Burpee Museum of Natural History in Rockford, IL. If funded, the grant will enable us to extend our educational partnerships with schools through a project entitled Our Place Through Time. In addition, the Online Education team is pleased to announce Steve Bunyak as the new Project Coordinator for Museum in the Classroom—replacing Tim Hayes, now the Academy's IT Coordinator. Because Steve most recently served as the Volunteer Coordinator for the Peggy Notebaert Nature Museum, he has an excellent understanding of the Museum's exhibits and their educational messages. Steve already has updated theWeb site (www.chias.org/mic/newfor2000/index.html) and sent an introductory letter to the project's 40 partner schools. Activities tentatively planned for this semester include monthly real-time Webcasts (perhaps on site from the Museum), visits to schools, student visits to the Museum and the Academy's collections, and online science activities tied to the My Place themes and benchmarked against the Illinois State Board of Education learning standards.

CPS Online - This year Chicago Public Schools Online class has 13 students from eight schools in the Chicago area. Students are just completing their first project--a personal home page for the World Wide Web. They will soon be putting their Internet skills to use designing a "virtual museum" website with activities related to the Nature Museum. The class will move into the Science Lab in January, allowing students direct access to exhibits and other materials. They earn both a grade and school credit for their participation in the class.

#### Museum Programs

Administratively, there was quite a lot to accomplish before Grand Opening. Education Staff worked closely with Front Office and Visitor Services to develop efficient registration procedures, and efficient processing of school groups upon arrival.

Interpretive Programs - Interpretive Programs encompass programming that takes place in the Museum daily to serve the general visitor. These programs are free and are typically available every day the Museum is open to add value to the visitor experience beyond the exhibits themselves. There are three main opportunities for the general visitor to experience an Interpretive Program: 1) during a Public Program led by education staff; 2) interfacing with a Museum Naturalist (trained by education staff); or 3) during a public festival or similar free event.

Public Programs – Public Programs are created and offered by paid staff of the Education Department. Typically there is an established schedule that visitors can expect on any given day at the Museum (Note: Several scheduling combinations have been sampled in an effort to determine the best times to offer the program opportunities for the greatest numbers of visitors).

Kitchen Science - This program takes place in the demonstration kitchen on the second floor of City Science. It is an established 15-minute program that has proved successful as a regular attraction. This program is currently offered five times a day (six times on Wednesday), seven days a week. Three different programs related to the laws of physics and household chemistry are offered throughout the day to ensure variety for visitors and encourage more than one visit to the program during their day at the Museum.

For the future, new program opportunities are being researched and are necessary to keep visitor interest. A basic evaluation of this program needs to be conducted to determine visitor satisfaction

with the content, length, and schedule. Cross training within the education department also needs to take place to enable more staff to perform this program to allow for staff illness and vacation time.

Wilderness Walk Collections Demos - This series of programs was developed to address the need for greater staff activity in Wilderness Walk, and specifically, to utilize the Collections Area. Three programs are in development and will be tested in January. These programs vary in length and are intended to engage visitors in a dialog about how collections are not only important to our Museum, but a part of our everyday lives. In some cases, these programs will be offered for a limited time (15 minutes) and for others it will serve as a walk-up activity that can take place during a two-hour span of time. Appropriate scheduling will be evaluated during the month of January.

Water Lab – Water Testing Area - Currently this area of the Water Lab is dedicated to providing visitors the opportunity to conduct testing and to draw conclusions about the health of natural bodies of water. Although it was designed as a self-guided space to be overseen by volunteers, the operational reality is much different. Museum Naturalists have been trained and encouraged to offer limited testing when they are comfortable and have an opportunity. Related challenges to this space include a shortage of Museum Naturalists to guarantee coverage, unanticipated costs of supplies, and ongoing maintenance issues. Recent meetings between Education, Biology, and Exhibits have addressed the operational challenges of this space and are working to overcome these challenges as a team.

In the future, we are considering including this area in the Public Programs realm to ensure that an education staff person offers regular programming. Subsequently, a staffing assessment will need to take place and new goals will be created to serve our visitors based on the realities of the space.

Children's Gallery - Beginning in February, there are plans to begin creating activity bins. These bins will be left in the Gallery and utilized by Museum Naturalists and education staff to engage children and their parents/caretakers in nature related learning exercises. The number of staff who can dedicate time to this effort will dictate the completion date of these bins.

Beyond the regular scope of Public Programs, several craft activities were offered. Microbe Murals, Microbe Necklaces, free raffles and Greenlight Theater's musical performance of "Overstayed Welcome" charmed our visitors. Several visitors said they came back more than once during the weekend! Several events were held surrounding the Grand Opening Weekend, one of which being the Bill Nye Kid Test. Museum education staff collaborated with the Marketing Department and CAoS Club staff to create a smooth, successful, and highly publicized event.

**Museum Naturalist Program** - The Museum Naturalists (MN) are trained and coached by the education staff to ensure information accuracy and a quality visitor experience. Although training is offered monthly, there is a daily interaction between the education staff and the MN that includes coaching, modeling and trouble-shooting. Approximately 150 people have participated in Museum Naturalist training, thus far. The initial ten-week training course ended on October 2<sup>nd</sup>. This first effort of training was very successful with an incredibly low attrition rate among comparable programs.

The need to offer supplemental training for new participants prior to opening was addressed by repeating three training courses during the week of October 11. After opening, three additional training courses were added for November 30, December 7 and 14. Monthly training for new participants will begin regularly on January 15. In addition, Advanced Training for veteran MN will also be offered once monthly to perpetuate the learning and retain the interest of our MN. Education is working with the Volunteer Department to organize field trips and social events for

retention, as well. We are also working with the Volunteer Department and Visitor Services to organize a volunteer coordinating committee to provide structure to the volunteer team. The members of this committee will be both staff and volunteer and will serve to address new ideas, resolve concerns, and provide regular feedback to our volunteer team.

Maintenance of training materials for MN will be a major task in the coming months. All training materials were created prior to the existence of exhibits and practical experience dealing with visitors in the exhibit spaces. Subsequently, there is a great need for revision and improvements to the manual. Additionally, the unanticipated need for researching and creating "field guides" for MN to use in Wilderness Walk and Water Lab to engage visitors and increase their comfort level has demanded unexpected staff time.

Regular education staff interaction with MN while serving on the floor should increase beginning in January as the department works to dedicate a staff person to coaching/mentoring these front-line educators on a daily basis. This dedication of staff time will serve to improve the quality of information and visitor experience provided by MN, monitor and maintain props utilized by MN, trouble-shoot MN problems, and investigate new program opportunities through observing visitor/exhibit dynamics. A comprehensive evaluation of the MN and how the program serves the MN and our visitors will also be a part of planning in the first quarter of 2000.

The model utilized for training Museum Naturalists is unique to the Nature Museum and emphasizes message-based interpretation, which is achieved through having casual conversations with the visitor. This model has not only received a lot of attention locally from neighboring institutions and organizations, but nationally as well. The model for training interpreters will be presented by Mary Kay Cunningham this June at the World Botanic Gardens Congress, an international conference which will highlight techniques and research that can benefit professionals of botanic gardens from all over the world.

**Special Events** - Special Events will be offered for the general visitor through collaboration with Development and Marketing and Exhibits to highlight holidays or special celebrations (i.e.; Earth Day, Kennicott's Birthday, new traveling exhibits, etc). Free interpretive programming will supplement the existing schedule of programs to create a heightened sense of learning and activity for the visitor. Future planning for events will include the Earth Day Celebration on April 22 and new special programs to offer as spring weather and vacations drives visitation.

School Groups - Museum Education staff spent the last quarter readying the Science Lab for school groups. The Science Lab cabinetry and furniture was installed in October, and the education staff worked diligently to outfit the lab with all supplies necessary to teach workshops. We developed school group workshops and trained each other in how to teach the new lessons. Four workshops were developed, (all of which include pre and post-visit activities) in accordance with Illinois State Standards for Learning in the Science Area, and staff training took place in October. Between November and the first two weeks of December, approximately 60 workshops were held in the Science Lab, 13 classes participated in a self-guided program (an hour long program written by the education department and taught by the classroom teacher), and 14 classes participated in an evaluation of Environmental Central.

In November, staff met to determine long-range plans for the school programs at the PNNM. The end product to date has been the establishment of On-Site School Programming Guidelines,

Rationale, Purpose, and Lesson Elements which enable us to align ourselves with our award-winning Outreach Program while establishing ourselves as a unique field-trip option. In November, evaluation of current programs and development of four new programs began in earnest. Staff also completed four self-guided programs for December school groups.

Despite technological delays in the Environmental Central exhibit, evaluation of portions of the exhibit have been ongoing since before Grand Opening. Revisions have been made based upon participant feedback. Currently, the experience has reached a steady state and will remain in this state until facilitator controls and the modeling software are completed. Feedback on the whole has been positive, with a majority of the participants indicating they would most definitely participate in this experience with family or friends after its completion.

Staff began working on pre-visit materials for organized groups in EC for implementation this spring. Pre-visit activities range from a 6<sup>th</sup> grade project developing a 'Dry Times Gazette,' to projects geared towards natural science, communications, and pre-law courses at the college level. Sneak Previews have been conducted in that space since opening for the general public. Staff has been developing additional 'scavenger hunt' activities for family groups to participate in beginning in February. The goal is to have the space open to the public whenever an evaluation is not in session. Staff conducted several evaluation sessions on Saturday mornings and Wednesday evenings during November and December. Participants for these sessions were general museum visitors who expressed an interest in returning to the museum on another date to test the exhibit. Feedback has been positive, and all participants anticipate a one-of-a-kind experience after its completion.

The first of four Educator Retreats was held in November. This two-day retreat is intended to give teachers lesson ideas for use in their classrooms and on field trips. It included resources from the Outreach and On-site programs, as well as visits to Lincoln Park Zoo and the Conservatory.

In November, the Education Department hosted an educator's preview of the Microbes exhibit. Approximately 350 teachers were in attendance. Teachers were able to view all the exhibits, observe Microbes workshops in the Science Lab, attend a Green Light Theater Company performance of their Microbes musical, learn about the Academy's on-site, outreach and distance learning programs, and register on the spot for workshops and field trips.

Cultural Arts - Domenick Danza, Cultural Arts Supervisor has integrated song, dance, and performance into the Academy's education programs. As founder and creative director for Green Light Performing Company, Domenick created a customized show called "Overstayed Welcome" to coincide with the Microbes exhibit. Green Light performers played to museum visitors on alternating weekends during October, November, and December and were met with rave reviews. Green Light will develop and perform another show this spring in conjunction with the *Question of Truth* exhibit.

In addition to his role with Green Light, Domenick has created several innovative programs that merge performance with science learning. These programs include: Songs About Science, Butterfly Costumes and Dancing, Children Gallery Story Time to name just a few. Each program is designed to engage visitors in the process of scientific inquiry while tapping into their creative sides as well. Stop by the museum and check out a program for yourself.

Adult Classes - The new Museum's first adult classes were offered this past December. To accompany the theme of Microbes, we had three different classes about beer and beer brewing. The first class was a "beer appreciation class" that involved tastings and discussion of the biology and history behind each brew. The second two classes were hands-on brewing classes, were participants made the wort on one night, and bottled it the following week. All the participants took home three bottles of their own home-brewed beer and a book from our guest instructor, Ray Daniels. We had great attendance for this class, and the participants were very enthusiastic. People are still calling the education department asking when we will offer this class again. Due to the popularity, we will most likely work with Mr. Daniels again to offer more classes about the biology of beer. Future adult classes will cover topics such as planning butterfly gardens, winter tree identification, seasonal birding classes, and nature writing.

Youth and Family Classes - On the second and fourth Saturdays of each month, the education department offers a variety of classes for children and families. Due to the grand opening and holidays in November and December falling on Saturdays, we started out small. However, as awareness and interest increases, we see this program becoming a popular draw to the museum. The education staff is busily creating new programs, and the next classes begin on January 22, where participants can learn about the Academy's "Cool Collections" or learn about local birds and make their own bird feeder. Between January and March, Science for Families and Youths will cover topics varying from composting to tree biology, and from bats to habitats.

**Knee-high Naturalists** - This popular program for four and five year olds is coming back for an encore performance. Education staff have been cracking away at stacks of old and archived curriculum, searching the bookshelves at the Ravenswood facility in order to start this program again. We've been revamping and rewriting what we've found to make it reflect the new exhibits and themes of the museum, and brand-new curriculum are being added. Knee-high Naturalists is like a weekly day camp for pre-schoolers that meets every Wednesday from 9am to 10am. Parents register their children on a monthly basis, and each month will have a different theme. We're looking forward to seeing bright, new faces in the Children's Gallery starting February 2<sup>nd</sup> when we'll take a "Bug's Eye View!"



# PROJECTION OF OPERATING PLAN RESULTS VARIANCE FROM BUDGET FISCAL 2000 - ENDING JUNE 30, 2000

January 20, 2000

Our preliminary projection of year-end operating results shows us behind plan by \$404. Contributing factors include additional start-up expenses, unbudgeted staff positions and lower than expected admissions revenues. We commit to reversing part of that short fall via the listed action plans and ending the year with an deficit in Operations of \$584 which is \$204 behind plan.

Capital Campaign revenues should be ahead of plan by \$510 as a result of the Kresge pledge as well as some additional commitments. Taking Operations and Campaign together, we expect to end the Academy's fiscal year ahead of plan by approximately \$390 on a consolidated basis.

(Dollars in Thousands)	OPERATIONS	CAPITAL CAMPAIGN	PORTFOLIO GAIN/(LOSS)	TOTAL
Fiscal 2000 Budget	(380)	3,840		3,460
Preliminary Projected Variance from Budget:	(404)	510	84	190
Preliminary Year End Projection:	(784)	4,350	84	3,650
Action Plans Committed				
Group Sales Program Brunch Program New Annual Fund Contributions Cost Reduction Strategy	50 20 100 30		4	50 20 100 30
Committed Revised Projection:	(584)	4,350	84	3,850
Variance From Plan:	(204)	510	84	390

The above data is shown prior to any museum depreciation expenses.



# ADJUSTED OPERATING RESULTS PERIOD ENDING 12/31/1999

January 20, 2000

The following schedule shows our December 31 operating results, compared to budget, as adjusted by reclassifications of various grand opening and launch plan expenses from Operations to the Capital Campaign. These are proper adjustments which will be made in the Academy's accounting records by the January month-end closing.

(Dollars in Thousands)	OPERATIONS	CAPITAL CAMPAIGN	PORTFOLIO GAIN/(LOSS)	TOTAL
12/31 Variance from Budget Q1/2000 Reclassifications	(165) 282	252 (282)	84	171
Revised 12/31 Actual	117	(30)	84	171



# REPORT AND COMMENTS ON FINANCIAL STATEMENTS SECOND QUARTER ENDED DECEMBER 31, 1999

(Dollars in Thousands)

#### **EXECUTIVE SUMMARY - OPERATIONS**

The following schedule summarizes the financial results for our first six months of operations.

Total revenues Total expenses Net <deficit> Deduct unbudgeted</deficit>	Budget \$ 2,955 _3,487_ <532>	Actual 3,262 3,875 <613>	
investment gains Net <deficit> as budgeted</deficit>	\$ <u></u>	<84>	<84>
	\$ <u>&lt;532&gt;</u>	<697>	<165>

As expected, we have ended our second quarter behind budget. This is partly the result of non-recurring start up and launch plan expenses which have carried over into December. Another significant factor is unbudgeted personnel costs in Museum Operations and Administration. These are unavoidable fixed costs which will continue to affect our bottom line through year end.

#### **EXECUTIVE SUMMARY - CAMPAIGN**

Campaign revenues remain ahead of plan while expenses are better than budgeted. We expect this favorable net campaign result to continue.

#### **CASH FLOWS**

We ended the second quarter with no borrowing on our line of credit and currently have none. We are prepared for our bond principal payment of \$300,000 on February 1.

Tracy K. Shepherd January 18, 2000

# THE CHICAGO ACADEMY OF SCIENCES

# STATEMENT OF UNRESTRICTED FINANCIAL ACTIVITIES

# SIX MONTHS ENDED DECEMBER 31, 1999

		Month of December		Year to Date	
OPPR A PRODUCT		Budget	Actual	Budget	Actual
<b>OPERATIONS</b>					
Revenues:					
<ul> <li>Chicago Park Distr</li> </ul>	ict Taxes	\$ 130	140	630	640
<ul> <li>State of Illinois Sur</li> </ul>		16	14	116	117
<ul> <li>Contributions</li> </ul>		120	252	680	908
<ul> <li>Butterfly Ball</li> </ul>			7		7
<ul> <li>Memberships</li> </ul>		15	16	75	83
<ul> <li>Applied Research C</li> </ul>	Grants	15		75	60
<ul> <li>Facility rentals</li> </ul>		37	39	104	103
<ul> <li>Gift Shop sales</li> </ul>		45	18	90	58
<ul> <li>Butterfly Cafe sales</li> </ul>	S	45	24	90	67
<ul> <li>Admissions - gener</li> </ul>		100	37	210	118
<ul> <li>Education contracts</li> </ul>	s & grants	90	63	540	488
<ul> <li>Special Events</li> </ul>	o oo Branto		8	340	91
Museum Program r	revenues	20	5	35	55
ICASL Research co	ontracts	65	22	250	335
<ul> <li>Dividends, interest</li> </ul>		10	5	60	48
<ul> <li>Investment gains/</li> </ul>				00	142
Unrealized investm	ent gains (losses)		166		<58>
om oursed in room	ione gams (1055c5)				
TOTAL REVE	ENUES	_708_	816	2,955	3,262
Expenses:					
<ul> <li>Exhibitions Departs</li> </ul>	ment	35	35	220	235
<ul> <li>Museum Operation</li> </ul>	IS	110	211	530	703
<ul> <li>Biology Department</li> </ul>	nt	26	28	146	142
<ul> <li>Education Outreach</li> </ul>		84	83	496	493
<ul> <li>Museum Programs</li> </ul>		42	49	248	240
<ul> <li>ICASL Research D</li> </ul>		65	21	245	331
<ul> <li>Applied Research I</li> </ul>		12	12	56	44
Gift Shop		35	18	75	58
<ul> <li>Butterfly Cafe</li> </ul>		45	29	90	88
<ul> <li>Facility Rentals De</li> </ul>	epartment	6	4	36	29
<ul> <li>Special Events</li> </ul>	1	5	22	30	138
<ul> <li>Development and I</li> </ul>	Marketing Dept.	100	152	490	622
<ul> <li>Institutional Suppo</li> </ul>		70	80	360	293
<ul> <li>Administration</li> </ul>		80	82	465	459
TOTAL EXPE	NSES	715	826	3,487	3,875
NET REVENUES BEFOR	E DEPRECIATION	<7>	<10>	<532>	<613>
DEPRECIATION OF MUS	SEUM	115_	_117_	230	234
NET REVENUES <defi< td=""><td>ICIT&gt;</td><td>\$ &lt;122&gt;</td><td>&lt;127&gt;</td><td>&lt;762&gt;</td><td>&lt;847&gt;</td></defi<>	ICIT>	\$ <122>	<127>	<762>	<847>

# THE CHICAGO ACADEMY OF SCIENCES STATEMENT OF UNRESTRICTED FINANCIAL ACTIVITIES SIX MONTHS ENDED DECEMBER 31, 1999

# (Dollars in Thousands)

		of December	Year to	Date
CAMPAIGN	Budget	_Actual_	Budget	Actual
Revenues:  Capital Campaign Contributions	\$ 600	508	2.000	2.150
Chicago Park District Bond Fund	— <del></del>		2,000 1,400	2,159 _1,449
TOTAL REVENUES:	600	508_	3,400	_3,608_
Expenses:				
<ul> <li>Exhibitions Department</li> </ul>	40	65	210	214
<ul> <li>Development and Marketing Dept.</li> </ul>	80_	21_	700_	652_
TOTAL EXPENSES:	_120_	86_	_910_	866_
NET REVENUES < DEFICIT>	\$ 480	422_	2,490	2,742_
RECAPITULATION OF UNRESTRICTED NET REVENUES:				
<ul><li>Operations</li><li>Campaign</li></ul>	\$ <122>	<127>	<762>	<847>
Jumpungn	480_	422_	2,490	_2,742_
TOTAL UNRESTRICTED NET REVENUES:	\$ _358_	295_	1,728	1,895

## THE CHICAGO ACADEMY OF SCIENCES STATEMENT OF CHANGES IN NET ASSETS SIX MONTHS ENDED DECEMBER 31, 1999

(Dollars in Thousands)	Unrestricted	Temporarily Restricted	Permanently Restricted	CombinedTotals
REVENUES:	Omesineted	Resultitu	_IXCSITICICU_	lotals
<ul> <li>Chicago Park District Taxes</li> </ul>	\$ 640			640
State of Illinois support	23			640
• Contributions				23
	856			856
Butterfly Ball	7		·	7
<ul> <li>Memberships</li> </ul>	83			83
<ul> <li>Applied Research Grants</li> </ul>	60			60
<ul> <li>Facility Rentals</li> </ul>	103			103
<ul> <li>Gift Shop sales</li> </ul>	58			. 58
<ul> <li>Butterfly Cafe sales</li> </ul>	67			67
<ul> <li>Admissions - general &amp; special</li> </ul>	118			
• Education contracts & grants	461			118
Special Events	70			461
Museum Program revenues				70
ICASL Research contracts	55			55
	335			335
<ul> <li>Dividends interest &amp; other</li> </ul>	48			. 48
<ul> <li>Investment gains realized</li> </ul>	142			142
<ul> <li>Unrealized investment gains (losses)</li> </ul>	<58>			<58>
<ul> <li>Capital Campaign contributions</li> </ul>	2,159			2,159
<ul> <li>Chicago Park District Bond Fund</li> </ul>	1,449			1,449
<ul> <li>Net assets released from restrictions</li> </ul>	194	<194>		
TOTAL REVENUES	6,870	<194>		( (7)
10 THE REVIEWOLD	0,070			6,676
EXPENSES:				
Exhibitions Department	440			
Museum Operations	449			449
Trascam Operations	703			703
<ul> <li>Biology Department</li> </ul>	142			142
<ul> <li>Education Outreach</li> </ul>	493			493
<ul> <li>Museum Programs</li> </ul>	240			240
<ul> <li>ICASL Research Department</li> </ul>	331			331
<ul> <li>Applied Research Department</li> </ul>	44			44
Gift Shop	58			58
Butterfly Cafe	88			
<ul> <li>Facility Rentals Department</li> </ul>	29			88
• Special Events				29
	138			138
<ul> <li>Development and Marketing Dept.</li> <li>Institutional Support</li> </ul>	1,274			1,274
institutional Support	293			293
Administration	459_			459
TOTAL EXPENSES:	_4,741_			4,741_
NET DELIENTING				,
NET REVENUES < DEFICIT > BEFORE				
DEPRECIATION	2,129	<194>		1,935
				1,755
DEPRECIATION OF MUSEUM	234			234_
				237
NET REVENUES < DEFICIT>	1,895	<194>		1,701
	2,000	-171		1,701
NET ASSETS AT BEGINNING OF YEAR	21,338	379	670	22 207
	21,550		070	22,387_
NET ASSETS AT CURRENT MONTH EN	D \$ 23,233	185	670	24 000
	Ψ 23,233	100	0/0	24,088_

# THE CHICAGO ACADEMY OF SCIENCES

# STATEMENTS OF FINANCIAL CONDITION

# DECEMBER 1999 AND NOVEMBER 1999

# (Dollars in Thousands)

ASSETS:	DEC. 99	NOV. 99
CASH	\$ 229	\$ 1
ASSETS ON DEPOSIT WITH TRUSTEE: CAPITALIZED INTEREST FUND	. 0	16
ACCOUNTS RECEIVABLE: TAXES - CHICAGO PARK DISTRICT REIMBURSEMENTS - CHICAGO PARK DISTRICT ICASL CONTRACTS EDUCATION GRANTS, CONTRACTS AND OTHERS PLEDGES, NET OF DISCOUNTS, ETC. ENDOWMENT PLEDGES, NET OF DISCOUNT TOTAL ACCOUNTS RECEIVABLE	1,181 0 153 330 5,679 670 8,013	1,065 3,343 131 297 7,207 670 12,713
INVESTMENTS AT FAIR MARKET VALUE GIFT SHOP INVENTORY PREPAID EXPENSES	2,780 7 723	2,612  764
CAPITALIZED COSTS OF PROPERTY AND EQUIPMENT, NET OF ACCUMULATED DEPRECIATION AND AMORTIZATION:		
BUILDINGS AND LAND EQUIPMENT AND FURNITURE NEW MUSEUM - COSTS IN PROCESS TOTAL PROPERTY AND EQUIPMENT	1,693 360 25,655 27,708	1,700 354 23,736 25,790
TOTAL ASSETS	\$ <u>39,460</u>	\$ <u>41,896</u>
LIABILITIES AND NET ASSETS:		
LIABILITIES: NOTES PAYABLE - LINE OF CREDIT BONDS PAYABLE ACCOUNTS PAYABLE AND ACCRUED LIABILITIES TOTAL LIABILITIES	\$ 0 14,735 <u>637</u> 15,372	\$ 2,140 14,735 
NET ASSETS:  UNRESTRICTED  TEMPORARILY RESTRICTED  PERMANENTLY RESTRICTED  TOTAL NET ASSETS  TOTAL LIABILITIES AND NET ASSETS	23,233 185 670 24,088 \$39,460	22,938 214 670 23,822
	\$ 39,400	\$ 41,896

### THE CHICAGO ACADEMY OF SCIENCES

### CAPITAL PROJECT - STATUS REPORT

### SUMMARY OF ACTUAL AND PROJECTED EXPENDITURES

### AS OF DECEMBER 31, 1999

(Dollars in millions)			
ITEM	PROJECTED TOTAL	INCURRED TO 12/31/99	ADDITIONAL TO BE INCURRED
BUILDING:			
Construction	\$ 15.2	15.0	0.2
Professional Fees	1.3	1.3	.0
Environmental	_0.1	_0.1	0
	16.6	16.4	
EXHIBITS:			
Master Plan	0.2	0.2	.0
Lee Skolnick etal	1.4	1.4	.0
Fabrication	6.5	6.2	0.3
Internal Personnel	_0.3	_0.3	0
	_8.4	_8.1	0.3
FURNITURE & FITTINGS:	8	_0.7	_0.1
SUBTOTAL	25.8	25.2	_0.6
ENDOWMENT: CAMPAIGN EXPENSES:	1.0	0.7	0.3
Kemper Lesnick	0.6	0.6	.0
Alford Group	0.7	0.7	.0
Temp. Exhibits	0.4	0.4	.0
Launch Program	_0.7	_0.7	0.0
Total	_2.4	_2.4	_0.0
TOTAL PROJECT COST:	\$ <u>29.2</u>	28.3	0.9
ADDITIONAL CAMPAIGN NEED			
3 Yrs Annual Operating Contribut	ions		
(1998/99/2000)	2.0	1.8	0.2
5 Yrs Bond Principal Repayments	_2.4	0.3	_2.1
TOTAL CAMPAIGN TARGET	\$ 33.6	30.4	3.2

TKS 1/18/00

## CHICAGO ACADEMY OF SCIENCES

# \$31.25 MILLION PROJECT \$21.25 MILLION CAMPAIGN GOAL December 31, 1999

### CAMPAIGN EXPENDITURES BY PURPOSE

	GOAL	AMOUNT	AMOUNT	% OF GOAL	REMAINING
		COMMITTED	RECEIVED *	COMMITTED	TO RAISE
New Museum Project	\$28,250,000	\$29,361,381	\$20,186,664	104%	(\$1,111,381)
Endowment **	\$1,000,000	\$750,000	0\$	75%	\$250,000
Annual Fund (FY98 - FY2000)	\$2,000,000	\$2,940,608	\$2,520,262	147%	(\$940,608)
Total	\$31,250,000	\$33,051,989	\$22,706,926	106%	(\$1,801,989)

### CAMPAIGN REVENUES BY SOURCE

	GOAL	NUMBER OF GIFTS	AMOUNT COMMITTED	AMOUNT RECEIVED *	% OF GOAL COMMITTED	REMAINING TO RAISE
Chicago Park District*	\$10,000,000	-	\$9,764,728	\$9,764,728	%86	\$235,272
Academy Family ^	\$7,750,000	70	\$8,803,449	\$4,775,480	114%	(\$1,053,449)
Other Individuals	\$2,000,000	199	\$1,004,706	\$931,349	20%	\$995,294
Corporations & Their Foundations	\$3,000,000	45	\$4,217,875	\$2,442,875	141%	(\$1,217,875)
Foundations ** ◆	\$5,500,000	19	\$4,516,788	\$1,866,785	82%	\$983,212
Government (non-CPD) ~	\$1,000,000	2	\$1,803,835	\$405,447	180%	(\$803,835)
Annual Fund (FY98 - FY2000) * * *	\$2,000,000	AN	\$2,940,608	\$2,520,262	147%	(\$940,608)
Total	\$31,250,000	336	\$33,051,989	\$22,706,926	106%	(\$1,801,989)

<sup>\*</sup> Includes \$164,708 City of Chicago Intersection Nameplates

<sup>^</sup> The Academy Family is defined here as Current, Former, and Honorary Trustees; Scientific Governors; Auxiliary Board; Academy Council; and CAS staff.

Assumes \$330,000 per year funding from State of Illinois for FY 99 through 2003

<sup>\*\*</sup> The Chicago Community Trust has established a \$750,000 endowment which they will manage. The interest generated by this endowment will be contributed to the Academy on an annual basis after five years.

<sup>•\$1,500,000</sup> challenge grant from The Kresge Foundation included in full.

<sup>\*\*\*</sup> FY 98 + FY99 Annual Fund Total Committed \$1,741,893

### CHICAGO ACADEMY OF SCIENCES

### General Operating Support Financial Report Fiscal Year 2000

(7/1/99 - 12/31/99)

<b>Donor Category</b>	FY 2000 Goals	Gifts/Pledges Received	Cash Collected
Individuals (Includes Academy Council, Auxiliary Board, Civic Leadership Committee, and Staff Members)	\$100,000	\$82,534	\$80,844
Trustees/VIPs (Includes Former Trustees, Honorary Trustees, and Scientific Governors)	\$100,000	\$114,168	\$106,268
Foundations	\$400,000	\$347,300	\$418,300
Corporations	\$400,000	\$582,213	\$500,213
Government (City, State, Federal)	0	\$72,500	\$54,500
TOTAL GIFTS	\$1,000,000	\$1,198,715	\$1,160,125

Major Corporate, Foundation, Government Gifts

Jersey 2 sandition, Government	cht Gifts
Ameritech	\$25,000
Buchanan Family Foundation	\$20,000
R.R. Donnelley & Co.	\$25,000
Howard Hughes Medical Institute	\$25,000
Illinois State Board of Education	\$50,000
Illinois Tool Works, Inc.	\$100,000
The Joyce Foundation	\$95,300
John D. and Catherine T. Macarthur Foundation	\$50,000
Mayer, Brown & Platt	\$25,000
Molex Incorporated	\$25,000
Elizabeth Morse Genius Charitable Trust	\$75,000
Pfizer Foundation	\$50,000
Pfizer Inc	\$75,000
Polk Bros. Foundation	\$50,000
United Airlines	\$36,900
Urban Resources Partnership	\$20,000
Wm. Wrigley Jr. Co. Foundation	\$25,000



Marketing and Development Bryn Reese, Vice President

Quarterly Reports from individual departments for October, November, December 1999

### **Development**

### Corporate & Foundation Relations

Jaqueline Williams, Director

The Corporate and Foundation Relations department activities focused on Opening Weekend and funding requests for "A Question of Truth. Major proposals submitted this quarter:

The Joyce Foundation	"A Question of Truth"	\$20,000
The Seabury Foundation	"A Question of Truth"	\$25,000
American Express Company	"A Question of Truth"	\$50,000
The Relations Foundation	"A Question of Truth"	\$50,000
The M&J Endowment Fund	"A Question of Truth"	\$75,000

The Academy also was selected by the Marshall Field's Company to be the beneficiary of their Spring Flower Show gala, The Flowering Field's Gala. The Academy Council and the Auxiliary Board will serve as the organizing committees for the gala. 100% of the proceeds benefit the Academy, tickets are \$200 each and tables are set at \$3500 and \$5,000. Susan Erler and Ann Bettendorf will serve as co-chairs. The Academy will also become a participant in Marshall's Field *Regards Program.* This unique program is marketed to Marshall Field's premier customers and offers a special membership and gift shop discounts.

The Corporate Leadership breakfast has been scheduled for February 10, 2000. The Corporate Leaders Breakfast is designed to introduce the Leadership program and to provide the valued corporate contacts an opportunity to explore the museum with their peers before the museum open for business that day.

The Human Relations Foundation President Clarence Wood has agreed to underwrite a special event to coincide with the planned opening of "A Question of Truth". The reception will be the second collaboration between the Academy and the Human Relations Foundation for "A Question of Truth". The thought-provoking messages of this exhibit will be used as the basis for the Commission on Human Relations' *Chicago Dinners: A Night for Unity* in March 2000.

Major Gifts received this quarter include:

(3)

### Foundation and Corporate Contributors Fiscal Year 2000 Second Quarter October 1, 1999 – December 31, 1999

The Buchanan Family Foundation	\$ 20,000
GATX	\$ 7,600
Elizabeth Morse Genius Charitable Trust	\$ 25,000
Howard Hughes Medical Institute	\$ 25,000
Human Relations Foundations	\$ 1,500
J.P. Morgan	\$ 5,000
Jones Lang LaSalle	\$ 1,000
Lucent Technologies	\$ 10,000
John D. and Catherine T. MacArthur Foundation	\$ 30,000
McMaster-Carr Supply Company	\$ 5,000
Monsanto	\$ 5,000
Pfizer Foundation	\$ 10,000
	\$ 65,000
The Albert Pick, Jr. Fund	\$266,666
Polk Bros. Foundation	\$ 50,000
Prince Charitable Trust	\$ 10,000
Dr. Scholl Foundation	\$ 5,000
Wm. Wrigley Company Foundation	\$ 25,000
TOTAL	\$566,767

As of January 6, 2000

2<sup>nd</sup> Quarter funding request submitted

Fannie Mae	10/11/99	10/11/99 Opening Weekend	\$2,000		\$2,000
Northern Trust Company	10/11/99	10/11/99 Opening Weekend			\$5,000
Consider Track Company	70/4/07	Opening Wooken			9 000
Serviceiviaster	10/11/88	10/11/99 Opening Weekend	000,04		000,C¢
LaSalle Bank	10/11/99	10/11/99 Opening Weekend	\$5,000		\$5,000
Chicago Urban League	10/11/99	10/11/99 Opening Weekend	\$1,000		\$1,000
McDermott Will & Emery	10/11/99	10/11/99 Opening Weekend	\$1,000		\$1,000
Unicom	10/11/99	10/11/99 Opening Weekend	\$5,000		\$5,000
AON Corporation	10/11/99	10/11/99 Opening Weekend	\$25,000		\$25,000
Jones Lang LaSalle	10/11/99	10/11/99 Opening Weekend	\$1,000		\$1,000
Seabury Foundation	10/15/99	10/15/99 Question of Truth	\$25,000	\$25,000	
The Relations Foundation	10/15/99	10/15/99 Question of Truth	\$50,000		Declined
New Prospect Foundation	10/15/99	10/15/99 Question of Truth	\$50,000	\$50,000	Declined
ComEd	10/27/99	10/27/99 Opening Weekend	\$5,000	-	\$5,000
General Iron Industries Inc.	10/27/99	10/27/99 Opening Weekend	\$1,000		\$1,000
W.W. Grainger	10/27/99	10/27/99 Opening Weekend	\$1,000		\$1,000
Illinois Tool Works	10/27/99	10/27/99 Opening Weekend	\$100,000		\$100,000
Wm. Wrigley Company Foundation	11/4/99	CAoS Club	\$25,000		\$25,000
Monsanto Company	11/15/99	11/15/99 Opening Weekend	\$5,000		\$5,000
William Blair & Company	11/17/99	COS	\$1,500	\$1,500	
McMaster-Carr Supply Co.	11/17/99	GOS	\$5,000		\$5,000
American Express	11/17/99	Question of Truth	\$50,000	\$50,000	Pending
Elizabeth Morse Genius Charitable Trust	11/19/99	GOS	\$0		\$25,000
The Buchanan Family Foundation	12/15/99	GOS	\$20,000		\$20,000
M & J Endowment Fund	12/13/99	12/13/99 Question of Truth	\$75,000		Pending

### Annual Fund

Rebecca Petrek, Director

Campaign for the 21st Century

As of December 15, 1999, \$32.88 million (includes \$1.5 million Kresge Challenge Funds) has been raised toward the *Campaign for the 21st Century* against a campaign goal of \$31.25 million. Major commitments to the capital campaign since the end of September include a \$1,000,000 pledge from Midwest Generation to name the Midwest Generation Special Exhibits Gallery, a pledge increase from Paula and Howard Trienens (from \$500,000 to \$800,000) to name the Howard and Paula Trienens Atrium & Courtyard), a \$150,000 pledge from the Blossom & Irving Levine Foundation to name the Pond Edge Garden, and Opening Weekend Host Committee gifts from Bank One of \$100,000 and Abbott Laboratories of \$25,000. Verbal commitments to the campaign that have not been included in the \$32.88 million are: \$350,000 from Aon Corporation and \$250,000 from a family foundation for endowment.

The Campaign Group met December 1, 1999 to discuss the campaign status, pledge fulfillment and endowment. A final campaign report will be submitted to The Kresge Foundation on March 1, 2000 to satisfy the challenge grant conditions as outlined. Butterfly Ball 2000

The Butterfly Ball will be held Friday, June 16, 2000 at the Peggy Notebaert Nature Museum. Trustee Susan Stone is the Ball Chairman. Co-chairs are Ann Gray (Mrs. John D.) and Judy Stewart (Mrs. S. Jay Stewart) and the committee includes forty-four additional members. Preliminary plans include catering by George Jewell and music by Michael Lerich. The ticket price will again be \$500.

### Individual Giving

Allison Regnier, Director

### **FY00 Fall Solicitation**

Three different pieces of solicitation went out in the months of November and December.

- 1) How to Build a Museum piece with a letter signed by Judy Istock, Chair, was mailed to:
- 163 neighbors
- 250 butterfly ball non-attendees, non-donors
- 2) "Building the Annual Fund" letters signed by Judy Istock was mailed to:
- All FY99 donors who gave \$100 more along with an annual report
- All FY99 donors who gave under \$100
- All FY95-98 donors
- 3) Kennicott brochure along with letter signed by Judy Istock was mailed to:

- Zoo Board of Trustees (from Jaqueline Williams, Corporate Giving)
- Ball attendees whose donations qualified them for Kennicott
- FY99 fall Kennicott donors
- FY99 donors who gave \$750 \$1,000

A total of 76 individuals were solicited for Kennicott in December. An additional 75 individuals will be solicited in January with a letter signed by Paula Trienens, Board Member. This list includes:

- All FY99 spring Kennicott donors
- FY99 fall Kennicott donors whom Paula personally knows
- All trustees

112 8

Paula will also be soliciting her own group of prospects – this number is not known yet.

The total amount raised from these three solicitation mailings as of 1/11/99 is \$20,100. A complete list of donors and analysis is attached.

All individuals were sent a thank you letter, signed by Allyson Regnier within one week of the Academy receiving their donation. The letters were personalized and included any tax information needed for the specific amount of the donation. Additionally, all those individuals who gave \$100 or more received a Chicago Academy of Sciences bookmark.

### Annual Fund Gifts - those not a result of the Fall Solicitation

The Academy has received a number of gifts throughout Fiscal Year 2000, which were not a result of the Fall Solicitation. These gifts include Opening Weekend, specials the events, tributes, and gifts given in conjunction with memberships. The total amounts arised from these gifts

is \$164, 239. A complete list of donors and analysis is attached.

The total amount raised from individuals for Annual Fund as of 1/11/00 is \$184,339.

### Dr. William J. Beecher Collections Laboratory Solicitation

Fundraising for naming the Collections Laboratory after Dr. William J. Beecher began in January, 1999. After a letter was received from Mr. Jeffrey Short, who gave \$10,000 to the project, it was decided to try a "round two" for fundraising efforts. Jeffrey Short agreed to mail a second letter to those former trustees who had received the first letter, as well as those who had not. A total of 60 former trustees were solicited and have donated a total of \$1,246 (this does not include the three gifts from FY99).

In addition to all former trustees, lifetime members were solicited for this effort. Dr. Heltne signed all of these letters and also wrote personal notes to those people he knew. A total of 160 lifetime members were solicited and have donated a total of \$5,426.

While the number of people responding the amount of money raised is much smaller that hoped, it should be noted that of the 24 people who responded, many had not given a gift in the past three years or even since they gave their \$500 for their lifetime membership.

These individuals gave a total of \$4,000. A complete list of donors and analysis is attached.

### Kennicott Society

With the input of Paula Trienens, much work is being done on getting Kennicott Society activities planned and underway for 2000. An invitation to a private collections tour was sent out to all FY99 and FY00 Kennicott Society members. The collections tour will take place at the museum and will include Wilderness Walk and the Collections Laboratory space on January  $25^{th}$  from 5:30-7:00. Dr. Heltne is hosting the tour.

Kennicott Society members will also receive an invitation to attend the Press Preview for "Question of Truth" on the morning of February 2<sup>nd</sup> and/or the Members Preview on the night of February 4<sup>th</sup>.

Other activities being considered and planned for Kennicott members include:

- March 18<sup>th</sup>, from 10:30 to noon Private Research Tour by Doug Taron. Doug
  will talk about the museum's breeding program, our successes, new projects, and
  also give a tour of the Haven and both breeding laboratories.
- Annual year-end dinner to be held in May or June
- "Breakfast with the Butterflies" including a tour of the Haven and talk about butterflies by Doug Taron.
- Private Collections Tour at Ravenswood, hosted by Dr. Heltne
- Private Tour of the Gardens, hosted Steve Courtney
- Private Research Tour on the Peregrine Falcon Project, hosted by Mary Hennen
- Trip to the Grove
- Special reception with Jane Goodall

Work continues to be done to try and secure a speaker for the Kennicott Dinner. A strong possibility is having one of Aldo Leopold's children – Dr. Heltne is following up.

### **Chair Naming Campaign**

The Museum's inhouse Graphic Designer created a beautiful brochure for the chair naming project that will be spearheaded by the Auxiliary Board. Chairs will be sold at three different levels: \$250, \$500, and \$1,000. A company has been secured to produce the chair plaques, which will be made of a silver matte nickel material. The plaques will include the individual's/company's name along with the appropriate symbol indicating the level at which the chair was purchased. The Auxiliary Board hopes to sell all the chairs by October and have a "chair unveiling ceremony" sometime around the anniversary of the opening of the museum. This project will serve as the Auxiliary Board's main fundraiser.

A total of three chairs have been sold raising a total of \$750.

### Other Fundraising Brochures

Copy was written for a donor brochure which is being designed by Turner? Advertising. The brochure has gone through two drafts and should be printed by the beginning of March. This will be used as one of the Spring Appeal solicitations.

Copy and designs were edited and finalized for the C.A.R.E. and Tribute brochure, both designed in-house. These should be printed and ready sometime in February and will also be used as part of the spring solicitation.

See attachments

### Marketing Department

### Marketing and Communications

Kathleen Berg, Director

### Media Planning & Advertising.

Marketing Communications is working closely with Turner? Advertising Agency to provide a media plan for the opening of "A Question of Truth" traveling exhibition and the sustaining campaign for the Museum through May 31, 2000.

After the grand opening/launch campaign, the Museum's advertising plan included a comprehensive program for Pfizer's Microbes exhibition, as well as the rollout of the exhibit-specific tactical advertising program.

### Microbes campaign

The Microbes campaign included an integrated mix of print, radio, and transit station advertising. We also worked with Pfizer's promotions department and printed coupons for doctor and pediatrician's offices in the Chicago area. The coupons offered a free child admission with the purchase of one adult admission. Another alternative method of promotion was the printing of cab receipts that featured the Microbes exhibit at the Peggy Notebaert Nature Museum. These receipts were distributed during the month of December.

To further promote the Microbes exhibit, a Microbes Trivia Contest was set up on the Academy's website. Stephanie Maser, the Marketing Department's new assistant, worked with Pfizer to post 3 different trivia questions per week. The contest went live on Tuesday December 7, and as of January 7, has recorded 18 entries, with 11 winners. Winners receive a Microbe Man t-shirt. The contest also allows us to see how many people are visiting and interacting with our website.

### Museum Tactical campaign

After the "Baby Butterfly" advertising campaign launched the Museum, a sustaining campaign was created that focused on aspects of the different exhibitions. The Visitor's Guide features a selection of preliminary tactical ads. December and January featured the City Science exhibit ad aimed at driving museum attendance. The ad was published in

Chicago Tribune's Festival Of Lights special section, Kid News, Friday Arts, and Books during November and December. The Books ad also carried a membership message.

Cab receipts, an alternative promotion method, were distributed by Checker cab company during the months of November and December.

To bolster museum attendance in between Christmas and New Year's, a radio spot was created that focused on driving holiday visitation. The spot featured Butterfly Haven and promoted the café as well.

### The Kickoff and subsequent Nightlife<sup>TM</sup> program

Nightlife TM, the Museum's social, after-hours monthly event, kicked off its inaugural program on November 11 with 800 guests. The inaugural promotional mix included an invitation, radio spots on WXRT, a full page ad in Chicago Magazine, and ½ page ad in the Reader. At the first two events, a "passport" was presented to every guest, which served as the vehicle to get visitors to move through the entire museum and visit exhibits and Nightlife TM sponsors, while also posing environmentally related questions guests answered for the raffle. Standard marketing elements for all Nightlife TM programs will include: HotStamp postcard, Chicago Magazine ad, Reader ad, WXRT:15 second spot, Passport, Event signage/raffle signage, Website promotion (CAS and WXRT)

### **Academy Website Marketing**

The new Academy website is updated regularly with current events. Marketing is working with education and exhibits to ensure that as much information as possible is communicated electronically. We are also looking into electronic invitations/postcards for the Nightlife<sup>TM</sup> events and are taking advantage of the ability to link to our sponsors and having our sponsors link to us.

### Kennicott's Birthday Celebration

On Saturday, November 13, Museum visitors were offered a piece of cake to help celebrate the birthday of the Academy's primary founder, Robert Kennicott. Guests enjoyed learning about the history of the Academy from the Donor Wall, and asked questions about Kennicott's involvement. Brochures from "The Grove" were available for people who wanted to learn more about Kennicott's life.

### Results

Chicago Magazine: reader information request cards in the publication are returned to the magazine, which then sends labels to us for fulfillment. Since the publication of the Great Museums ad in last year's March issue, we have received over 600 requests for information. According to Chicago Magazine, they have set record numbers for information requests with the Great Museum's section since our involvement.

Weddingbells Magazine: reader information request cards in the publication are returned to the magazine, which then sends a disk to us for fulfillment. The fall/winter publication generated nearly 600 requests for information.

*Microbes coupons*: Working with Pfizer's promotions department, we printed coupons for doctor and pediatrician's offices in the Chicago area. The coupons offered a free child admission with the purchase of one adult admission. To date we have received over 70 coupons.

Einstein's coupons: As part of the added value deal with 103.5 WUBT radio, during the 2 weeks prior to the museum's grand opening Einstein's Bagel retail stores offered stickers and coupons to people who purchased their lunch deal. The coupons offered one free adult admission with the purchase of one adult. To date we have received over 60 coupons.

General admission coupons: With membership fulfillment packages and other levels of donations, and at special events, general admission passes are distributed as part of the thank you effort. Since the creation of these passes in September, over 30 have been redeemed.

See attachments.

### Membership

Marilyn Cahill, Director

### General Membership

Memberships sales continue to be strong in-house, as well as by mail, website and through *Nightlife* <sup>TM</sup>. During the November *Nightlife* <sup>TM</sup> we sold 30 memberships and 15 at the December event.

### **Chicago Humanities Festival**

The Museum was the site for the final programs of the citywide 1999 Chicago Humanities Festival, "Old & New." On Sunday, November 14 three programs were held in the Museum Auditorium: "Looking for Buffalo Bill: An Indian Perspective;" "Nature, Polis and Ethics" (with Paul Heltne as a lead panelist); and "Faith at the Millennium." Each event was attended by 200 guests and the Museum has been asked to partner in the November 2-12, 2000 Festival XI "Now."

### Cows on Parade

The Museum participated in the city's "Cows on Parade." The Museum cow, "Metamorphosis," displayed at the State Street Bridge Gallery throughout the summer and then at the Museum during opening weekend, was selected to be a part of the live auction at the Chicago Theater on November 9. A private individual in Addison, Ill, purchased "Metamorphosis" for \$15,000.

### Very Merry Holiday Bazaar

The Museum was one of over 40 cultural and community institutions participating the Newberry Library's annual holiday bazaar. For four days and evenings from the invitation-only private reception on Thursday, November 18 through Sunday, November 21, visitors could purchase items from the Nature Museum Shop, pick up information

about Museum programs and events and learn more about the Museum from the Shop and D&M staff.

### Members Double Discount Days

Members were sent an invitation to shop at the Nature Museum Shop and receive a double discount (20%) from December 13 through December 19.

### **Academy Council**

The AC has set up a meeting ands events calendar for the coming year. The next business meeting is Wednesday, January 19 at the Museum.

### Corporate Sponsorship

Dawn Miller, Director

Nightlife<sup>TM</sup>, the museum's After Hour events debuted November 11 with over 800 young professionals attending to hear Sam Llanus of The BoDeans perform. Branded as a natural attraction, guests interfaced with Nightlife<sup>TM</sup>'s environmentally-friendly sponsors including: Aveda, The North Face, Whole Foods, Chicago Magazine, 93XRT, Oldsmobile, Goose Island and United Distillers and Vintners of North America. A public awareness and membership recruitment program, the event sold 30 memberships and broke even.

December's *Nightlife* TM was attended by 400 young professionals and featured the group Ruby Grass. 15 memberships were sold.

### **Earth Month**

During Earth Month the following organizations will be conducting fundraisers to benefit the Nature Museum:

- Whole Foods, a Nightlife<sup>™</sup> sponsor, will host a 5percent day April 19 at all six metro Whole Foods locations to benefit the Nature Museum. Education outreach students will color murals to be placed in store locations. Net proceeds are expected to reach \$15,000.
- RainForest Café will help raise environmental awareness with a children's art
  contest that will unveil winners at the Nature Museum. Over 5,000 students will
  participate in the contest and participants will be displayed at the Nature Museum.
  RainForest Café will make a \$2,500 donation to the Museum. Under
  consideration is offering each participant a discount coupon to visit the Nature
  Museum to see their entry.
- Under consideration with Goose Island Brewery, a Nightlife<sup>™</sup> sponsor, is a special promotion targeting young professionals that focuses on Goose Island creating a special beer called "Nightlife<sup>™</sup>" that would be sold at its brew pub locations during Earth Month. Proceeds of the beverage sale will benefit the Museum.

### Butterfly Ball June 16, 2000

The Butterfly Ball Committee 2000 has begun its solicitation to find a committee of Admiral (\$50,000) and Viceroy (\$25,000) Benefactors for the ball. New giving levels, the committee expects to raise \$100,000 additional revenue for the Academy and Museum than was raised last year.

### Science Symposium 2000

The Academy is anxiously awaiting a funding decision from Ford Motor Company for the Science Symposium 2000, which would feature Jane Goodall.

### **Public Affairs**

Lisa Noland, Director

The entire month of October was devoted to publicity for the Grand Opening and the production of the Inaugural Report (see attached).

In November and December, the opening of the Museum continued to garner coverage, with stories evolving from broad coverage to more targeted stories about specific exhibits and events.

Television coverage continued to be strong: WGN's Bozo's Super Sunday Show filmed on site with Doug Taron; Channel 50 filmed an educational segment on Hot Spots in the Butterfly Haven for "Up and Running;" coverage of Bill Nye aired on November 4 on ABC-7; Channel 20 aired "Small Talk," featuring Academy educator Tina Nolan; and a segment for WTTW-11 on Chicago's Lakefront aired in December.

Press from November and December is attached.

### Special Events and Member Relations

Danielle Endrizzi, Manager

### **Auxiliary Board**

- October 6-Aux. Board Meeting- Discussed *Nightlife* TM, Membership structure and dues.
- October 19- Aux. Board Events Committee Nightlife™ Meeting
- November 1- Aux. Board Meeting- to discuss Nightlife<sup>™</sup>, Chair Naming Fundraiser and developing an Education Supply Drive
- November 3- Aux. Board Events Committee Nightlife™ Meeting
- December Aux. Board Meeting- Announcement of Marshall Fields- Flowering Fields Gala Reception Aux. Bd. Involvement

### Nightlife

printing and paper donated for initial invite.

- Meetings with Hot Stamp postcards(Oct., UDV(Oct.7, 13,14), Mowalla Production Co, Taste America Catering, The North Face, Oldsmobile, Whole Foods, 93 WXRT, Chicago Fresh Tracks and Carrie Lannon representing Aveda.
- November 2-5% off Whole Foods Day- Coordinated event and had presence in stores
- Continued planning for December 9 *Nightlife* TM event- executed mailing, assisted with sponsor relations, planning all aspects of event.

### Membership

• October 22-Members Opening

### **Events**

- October 2, 1999- Stamp Unveiling Event USPS/ Radio Disney/ CPD
- October 14, 199- Active Endeavors Event/Lecture with Jim Whittaker (Everest Climber)
- Opening Weekend Activities Oct. 17-28
- Meetings with JT and Pat Hurley- to discuss logistics of opening, Bill Nye and Host Committee dinner.
- November 9- Cow Auction
- November 11- Premiere Nightlife<sup>™</sup> 800 guests
- November 15- Nightlife<sup>TM</sup> Wrap Up Meeting
- Butterfly ball kickoff-Luncheon, George Jewell Meeting
- Assisted with initial planning of Educators Reception, Nov. 16
- December 9- Nightlife<sup>TM</sup> #2- 355 guests

### **Upcoming events**

- Jane Goodall/ Earth Day
- Butterfly Ball
- Upcoming *Nightlife*™ Events-January 13, 2000, February 10...
- Question of Truth Events- Press Preview, Members Preview, CCHR Feb. 18 Reception
- Corporate Breakfast

###

### Chicago Academy of Sciences Board of Trustees Butterfly Ball Reservation Form

June 16, 2000

The Butterfly Ball Committee is pleased to offer the Board of Trustees of the Chicago Academy of Sciences an opportunity to make a table reservation for this year's Butterfly Ball prior to our public offering by invitation. Please reserve your personal or corporate table(s) for the Butterfly Ball by completing this reservation form. Reservations will be confirmed upon receipt of payment by cash, appreciated stock or credit card. This special offer to Trustees is available until March 1, 2000.

### Corporate Table Sponsorship

	Admiral - \$25,000  Recognition and Benefits  Prominent Listing in the Ball Program  Private Ball Reception Recognition  Invitations for Four Guests to Attend Private Ball Reception  Prominent Seating of One Table of Ten Individuals  Prominent Event and Post-Event Publicity
	Individual Table Sponsorship
	Giant Swallowtail - \$15,000
	Recognition and Benefits
	Prominent Listing in the Ball Program
	Invitation for Two to Private Ball Reception
	Prominent Seating of One Table of Ten Individuals
	Painted Lady - \$10,000
	Recognition and Benefits
	Listing in the Ball Program
	Seating of One Table of Ten Individuals
	Zebra Longwing - \$5,000
	Recognition and Benefits
	Seating of One Table of Ten Individuals
Signature:	Date:
Please return	to: Allyson Regnier, Director of Individual Gifts Chicago Academy of Sciences 2060 N. Clark Street Chicago Illinois 60614

### Chicago Academy of Sciences

### **Butterfly Ball Invitation List**

June 16, 2000

I would like the following individuals to be invited to the Butterfly Ball. I have listed their complete names and addresses below:

2.	
3.	
4.	
5	
6.	
7.	
8.	
Signature:	Date:

2060 N. Clark Street Chicago, Illinois 60614



January 14, 2000
To: Board of Trustees
Fr: Lew Crampton
I am enclosing the following quarterly reports for your review prior to the January 25th meeting of the Board of Trustees:
<ul><li>(1) Development and Marketing</li><li>(2) Education</li><li>(3) Exhibits</li><li>(4) Collections</li></ul>
Please fax or call Bettie at 773-549-5199 or 773-549-0606 x2013 to confirm your attendance.
From:
Yes, I will attend
No, I can not attend